

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 16, PART 11B, NUMBER 1

Commercial Prints and Labels

JANUARY-JUNE
1962



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CATALOG OF COPYRIGHT ENTRIES

Third Series

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Commercial Prints and Labels

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Third Series



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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided into Parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog*, but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights, and a fee for the search and report will be estimated at the statutory rate of \$3 per hour.

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For a more complete description of the contents of this issue of the *Catalog* see p. vii.

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The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D.C.

Organization of Parts

Each Part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols given. Except for renewal registrations (separately listed at the end of each related Part), the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purpose of statistical analysis. The symbol "(R)" has been adopted by the Copyright Office to identify renewal copyright registrations. A zero immediately following the symbol, e.g., AF0, EF0, identifies a foreign work deposited under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). Some Parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the Part.

	Price per Semiannual issue		Price per Semiannual issue
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AF Books manufactured abroad (except those regis- tered for ad-interim copyright)		R Renewal registrations	
AI Books in the English language first published abroad		PARTS 7-11A WORKS OF ART, REPRODUCTIONS OF WORKS OF ART, SCIENTIFIC AND TECHNICAL DRAWINGS, PHOTOGRAPHIC WORKS, PRINTS AND PICTORIAL ILLUSTRATIONS	1. 00
BB Contributions to periodicals		GP Published works of art and designs for works of art	
R Renewal registrations		GU Unpublished works of art and designs for works of art	
PART 2 PERIODICALS	1. 00	H Reproductions of works of art	
B Periodicals		IP Published drawings or plastic works of a scien- tific or technical character	
BF Periodicals manufactured abroad (except those registered for ad-interim copyright)		IU Unpublished drawings or plastic works of a scientific or technical character	
BI Periodicals in the English language first pub- lished abroad		JP Published photographs	
R Renewal registrations		JU Unpublished photographs	
PARTS 3-4 DRAMAS AND WORKS PREPARED FOR ORAL DELIVERY	1. 00	K Prints and pictorial illustrations	
C Lectures and other works prepared for oral delivery		R Renewal registrations	
DF Dramatic and dramatico-musical works pub- lished abroad		PART 11B COMMERCIAL PRINTS AND LABELS	1. 00
DP Published dramatic and dramatico-musical works		KK Commercial prints and labels	
DU Unpublished dramatic and dramatico-musical works		R Renewal registrations	
R Renewal registrations		PARTS 12-13 MOTION PICTURES AND FILMSTRIPS 50
PART 5 MUSIC	3. 50	LP Published motion-picture photoplays	
EF Musical compositions published abroad		LU Unpublished motion-picture photoplays	
EP Musical compositions published in the United States		MP Published motion pictures other than photoplays	
EU Unpublished music		MU Unpublished motion pictures other than photo- plays	
R Renewal registrations		R Renewal registrations	

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Introduction

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

FARRELL, JAMES EDWARD. ©

Bowl a word, a fascinating word game. © 20Dec61;
KK164383.

FRANKONIA PRODUCTS, INC.

Rambler Classic stationwagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.;
8Jan62; KK164377.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Series statement.
- 4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication, if published abroad.
- 5) Names of authors given in the application which do not appear elsewhere in the entry.
- 6) Name of the employer in the case of a work made for hire, if so named in the application.
- 7) Information contained in the application which relates to the registration of an earlier version of the work.
- 8) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation "NM," if this information is given in the application and is not indicated elsewhere in the entry.
- 9) Copyright symbol ©.
- 10) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.

- 11) Date of publication as given in the application.
- 12) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Jan62 (in notice: 1961); KK165000.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable.

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter

p.	page, pages
(P)	proprietor of a commercial print or label
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
rev.	revised
t.a.	trading as
v., vol., vols.	volume, volumes

Registrations January-June 1962

Commercial prints and labels published in the United States	3,487
Commercial prints and labels published abroad	9
Total	3,496
Renewals	46

These figures represent the number of registrations for commercial prints and labels for January-June 1962, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

A. A. C. CO. SEE American Agricultural Chemical Co.

A CO. ©

Exactng draperies. (In Parklabrea news, Mar. 29, 1962, p.8) Appl. author: David Olen Advertising. © 29Mar62; KK165366.

How to give your draperies decorator care. Appl. author: David Olen Advertising. © 20Mar62; KK165364.

Soiled draperies? Give your fine draperies the decorator care they deserve. (In Evening outlook, Mar. 13, 1962) Appl. author: David Olen Advertising. © 13Mar62; KK164946.

A.I. CO. SEE Airguide Instrument Co.

ALD, INC. ©

We can finance this outstanding investment opportunity: Westinghouse Laundromat half-hour laundry store. (In Business week, Dec. 5, 1959, p.132) © 4Dec59 (in notice: 1960); KK164086.

ASC. SEE Acme Steel Co.

A.S.R. HOSPITAL DIVISION, AMERICAN SAFETY RAZOR CO. SEE American Safety Razor Co. A.S.R. Hospital Division.

A. T. & T. CO. SEE American Telephone & Telegraph Co.

A. T. CO. SEE American Tobacco Co.

ABACO, INC. ©

Triple grip plastic twisties, the rustproof fastener that never cuts, always looks neat, fastens fast with just one twist. Appl. author: Perry Bachelder. © 20Feb62; KK164757.

ABBOTT LABORATORIES. ©

Another life saved for less than the cost of a good dinner. Prescription specialists. Appl. author: John C. Michalek. © 22Feb62; KK164761.

The biggest value in the world.

Reliable prescriptions. Appl. author: John C. Michalek. © 7Mar62; KK166078.

40% are less than five years old. Prescription specialists. Appl. author: John C. Michalek. © 20Apr62; KK166076.

Jarabe Torfan-H; antitusivo, anti-histaminico, no narcotico. Num.6846. 90 ml. Appl. author: Thomas S. Bird. © 29Dec61; KK164235.

Mail order bargains for prescription drugs? Prescription specialists. Appl. author: John C. Michalek.

© 16Jan62; KK164759.

The masters signed their work with pride. Reliable prescriptions.

Appl. author: John C. Michalek.

© 1Feb62; KK164760.

Tabletas Abbolexin. Nuevo analgesico.

Num.6836. Appl. author: Thomas S. Bird. © 29Dec61; KK164236.

Vea como crecen. Jarabe Dayamineral.

[Heads of boy & girl among flowers]

Appl. author: Thomas S. Bird.

© 7May62; KK166378.

Vea como crecen. Jarabe Dayamineral.

[Heads of boy & girl superimposed on corn stalks] © 7May62; KK166377.

Vea como crecen. Jarabe Dayamineral.

[Heads of children in tall grass]

Appl. author: Thomas S. Bird.

© 7May62; KK166376.

When is a prescription drug a bargain? Reliable prescriptions. Appl. author: John C. Michalek. © 1Apr62; KK166077.

ACME APPLIANCE MANUFACTURING CO. ©

Designed for the man on the job, Acme adjustable one-piece hanger. Flyer sheet. © 28May62; KK166575.

How to install by-passing doors using Acme Bi-Rail fascia track sliding door hardware, series 8000/8300/8400. Rev. 4-62. © 4Jun62; KK166573.

How to install by-passing doors using Acme Dualine sliding door hardware, series 8900. Rev. 4-62. © 1Jun62; KK166574.

How to install pocket frame using Acme universal pocket frame, no.730. © 1Jun62; KK166576.

ACME LAUNDRY & CLEANERS. ©

Free wash & dry. (In El Paso herald post, Apr. 11, 1962, section B, p.11) Appl. author: Thomas S. Duff. © 11Apr62; KK166265.

ACME STEEL CO. ©

Automatic strapping machine, model F7A (2) Appl. author: Roy Milton Lynnes, Jr. © 18Mar62; KK166051.

Automatic strapping machine, model F7A (3) Appl. author: Roy Milton Lynnes, Jr. © 18Mar62; KK166052.

Automatic strapping machine, model F7A (4) Appl. author: Roy Milton Lynnes, Jr. © 18Mar62; KK166053.

Automatic strapping machine, model F7B (4) Appl. author: Roy Milton Lynnes, Jr. © 18Mar62 (in notice: 1961); KK166050.

F7 strapping machine strapping mechanism. Appl. author: Roy Milton Lynnes, Jr. © 18Mar62 (in notice: 1961); KK166049.

Low cost mobile suspension unit for steel strapping tools. Model E45 tool mount. Appl. author: Alfred Macom Frederick. © 7Mar62; KK164821.

Lower your lumber shipping costs; ship on flat cars, without stakes. Appl. author: Roy Milton Lynnes, Jr. © 7Mar62; KK164822.

The secret to lowest cost bottom closing, Acme Steel wide crown wire stitchers. Appl. author: Carl Reed. © 28Dec61; KK163965.

Semi-automatic strapping machine, model F7A (1) Appl. author: Roy Milton Lynnes, Jr. © 18Mar62; KK166054.

Wire stitching for industrial assembly. Appl. author: Carl Reed. © 27Dec61; KK163966.

ADAMS & BROOKS, INC. ©

Smorgas cocktail nuts, salted but different. Designed by Emerson, Johnson, MacKay, Inc. © 14Jun61; KK165427.

Spice Trader spiced toffee cashews. Net weight 6 3/4 oz. © 1Aug61; KK164723.

ADAMS EXTRACT CO., INC. ©

New Betty Adams recipe: orange pound cake. © 22Jan62; KK165347.

ADAMSON, FRED B. SEE FBA Metal Products Co.

ADDAMS, CHARLES.

Packaging for all sorts of things. SEE KVP Sutherland Paper Co.

Packaging for every need. SEE KVP Sutherland Paper Co.

Packaging for export. SEE KVP Sutherland Paper Co.

Packaging that moves people. SEE KVP Sutherland Paper Co.

ADVANCED PRODUCTS CORP. ©

Leadership through quality, engineering, performance. Cross-slide rotary tables. Models C-14 and A-11. © 15Jun62; KK166962.

AD-VENTURES. ©

Seattle World's Fair picture puzzle. Envelope. © 6Feb62; KK164427.

ADVERTISING PROMOTIONS, INC. ©

Every power mower owner needs the new Eager Beaver impulse starter. NM: revision. © 19Jan62 (in notice: 1961); KK164496.

AEROQUIP CORP. ©

Cargo control systems; Aeroquip system speeds loading. (Application bulletin, 700-30) © 2Feb61; KK164205.

AEROQUIP CORP.-Con.

Cargo control systems; containers second-deck with Aeroquip. (Application bulletin, 700-33) © 2Feb61; KK164204.

Cargo control systems; series E system used by Greyhound. (Application bulletin, 700-31) © 2Feb61; KK164203.

Cargo control systems; United Van Lines benefits from Aeroquip system. (Application bulletin, 700-29) © 2Feb61; KK164202.

Detachable, reusable fittings. (Industrial parts boxes) 2 pieces. © 15Mar62; KK166208.

Detachable, reusable fittings; broken set. (Industrial parts box) 25 pieces. © 15Mar62; KK166207.

Wire rope tensioner. (Product bulletin, GLB 121) © 5Jan61; KK164201.

AIR DEVICES, INC. ©

Extruded aluminum Agitair Roto-Jet diffusers. Appl. author: Cortland N. O'Day. © 12Mar61; KK164900.

AIRGUIDE INSTRUMENT CO. ©

Easier to see, easier to read, wherever installed. Model 94B Columbia illuminated marine compass. (In Boating industry, Mar. 1961) © 10Mar61; KK164781.

Illuminated outboard tachometers. (In Boating progress, Mar. 1961) © 10Feb61; KK163730.

Marine compasses. No. 94B Columbia illuminated. (In Motor boating, Mar. 1961) © 1Mar61; KK164782.

Marine speedometers. (In Motor boating, Apr. 1961, p.84) © 1Apr61; KK163728.

Ski-Talkie intercom, 2-way voice communication, skier to boat, boat to skier. (In Boating progress, Apr. 1961) © 10Apr61; KK164783.

To be completely equipped you need to know time and weather trends. Marine clocks and barometers. (In Boating progress, Mar. 1961) © 10Feb61; KK163729.

Use this chart and make more money thru sales of Airguide correlated marine instruments. (In Boating industry, Jan. 1961, p.78) © 10Jan61; KK164780.

AJUST-A-RAIL CO. ©

Free display as an extra bonus, with this Ajust-A-Rail ornamental iron get-acquainted offer. (Form 7005-EA) Appl. author: R. S. Mankin. Appl. states prev. reg. KK156645. NM: textual revisions. © 11Jan62; KK164703.

Free display as an extra bonus, with this Ajust-A-Rail ornamental iron get-acquainted offer. (Form 7005-WA) Appl. author: R. S. Mankin. Appl. states prev. reg. KK156645. NM: textual revisions. © 11Jan62; KK164704.

AKRON MILK PRODUCERS, INC. ©

AMP milk pasteurized, homogenized, vitamin D. One half gallon liquid. Appl. author: J. Henry Chambers. © 16Jun62; KK166974.

ALADAN ENTERPRISES, INC. ©

Make a face. For ages 10 to adult. 4250. Milton Bradley Co. 1st ed. © 21Mar62; KK166093.

ALCONOX, INC. ©

The world's finest detergent and its companion line H & L superior spray products for the hospital and laboratory. © 2Apr62; KK166774.

ALLEN-A CO.

Triple-Insulaire, foam-laminated underwear. © Atlas Underwear Corp. doing business through it's division, Allen-A Co.; 24May62; KK166413.

ALLIED FELT CORP. ©

Bean bag menagerie: Archie Rooster. © 26Jul61; KK165585.

Bean bag menagerie: Arnold Duck. © 26Jul61; KK165582.

Bean bag menagerie: Ellsworth Hound. © 26Jul61; KK165580.

Bean bag menagerie: Herbie Fish. © 26Jul61; KK165584.

Bean bag menagerie: Mortimer Lion. © 26Jul61; KK165579.

Bean bag menagerie: Panky Panda. © 26Jul61; KK165581.

Bean bag menagerie: Teeter Turtle. © 26Jul61; KK165578.

Bean bag menagerie: Winnie Frog. © 26Jul61; KK165583.

ALOX MANUFACTURING CO.

Screw ball, latest novelty. © John Frier, prop. of Alox Manufacturing Co.; 31Jul61; KK164055.

ALSIDE HOMES CORP. ©

Elegance of design with built-in leisure. Appl. author: James R. Hyde. Appl. states prev. reg. AA532784. NM: additions & revision. © 28Nov61; KK164221.

ALTNOW, GEORGE GUSTAV.

Pacific Wire-Grams. SEE Pacific Wire Works Co.

ALVARN CO. ©

Mickey Mantle's official autographed baseball and baseball manual. (MM 77 P) © 12Jan62; KK165632.

AM. JET SPRAY IND. INC. SEE American Jet Spray Industries, Inc.**AMCHEM PRODUCTS, INC. ©**

Chemical control of weeds, Central and Eastern States. Weedazol. © 13Feb62; KK164615.

Weedone weed chart. Lawn weed killer. © 29Jan62; KK164604.

AMERICAN AGRICULTURAL CHEMICAL CO. ©

Crabgrass. How the Agrico lawn plan helps you wipe it out once and for all. (In Suburbia today, Feb. 5, 1962, p.18) © 5Feb62; KK166080.

AMERICAN ANGUS ASSN. ©

They're worth more if they're black; Angus cows produce smooth, beefy calves that bring you more money. (In Arizona farmer-ranchman, June 3, 1961, p.17) © 3Jun61; KK164974.

AMERICAN CAN CO. DIXIE CUP DIVISION. ©

Anniversary design. No.77. 7 fl. oz. © 14Mar62; KK165236.

Birthday design. Happy birthday. No.77. 7 fl. oz. © 14Mar62; KK165235.

Kids help themselves; less work for you with a Dixie dispenser. (In The Saturday evening post, Apr. 14, 1962, p.42) Appl. author: Hicks & Greist, Inc. © 9Apr62; KK165391.

Live a little, have some fun, take a break, enjoy yourself. 9 fl. oz. (Entertainment design, no.185) © 21Mar62; KK165315.

Shower design. Showers of happiness. No.77. 7 fl. oz. © 14Mar62; KK165237.

To each his own clean Dixie cup. (In The Saturday evening post, Mar. 17, 1962, p.37) Appl. author: Hicks & Greist, Inc. © 12Mar62; KK164943.

We'll buy your first cup of coffee in a Dixie Mira-Glaze cup, to prove it has no cardboard taste. (In The Saturday evening post, Feb. 24, 1962, p.13) Appl. author: Hicks & Greist, Inc. © 19Feb62; KK164529.

AMERICAN CAN CO. MARATHON DIVISION.

NORTHERN PAPER MILLS. SEE Northern Paper Mills.

AMERICAN COMMUNICATIONS CORP. ©

Audio-visual-signal systems & parts, 1962 catalog for hotels, motels, institutions. © 6Nov61; KK164071.

AMERICAN HOME PRODUCTS CORP. ©

Arthritis sufferers, new thermal action roll-in relieves minor pains for hours, penetrates deep into all 6 layers of skin. (In Richmond news leader, Nov. 8, 1961, p.20) Appl. author: Lowell K. Cohn. © 8Nov61; KK164200.

AMERICAN HOSPITAL SUPPLY CORP. SCIENTIFIC PRODUCTS DIVISION. SEE Scientific Products.**AMERICAN JET SPRAY INDUSTRIES, INC. ©**

Jet ink; new, improved. Net contents 16 fl. oz. NM: new matter. © 10Jan62; KK165617.

AMERICAN MUTUAL LIABILITY INSURANCE CO. ©

I like a man who covers the bases. American Mutual's technical know-how helps O'Connell keep insurance costs down. (In Engineering news-record, Mar. 22, 1962, p.64-65) © 20Mar62; KK165309.

I like a man who gets results. [Endorsed by Robert B. Stuart] (In Newsweek, Feb. 12, 1962, p.12) © 7Feb62; KK164553.

I like a man who sticks with the job. [Endorsed by John S. Thompson] (In Business week, Jan. 6, 1962, p.27) © 6Jan62; KK163879.

I like a man who won't settle for par. [Endorsed by Richard B. Young] (In Newsweek, May 7, 1962, p.18) © 2May62; KK166156.

I like men with new ideas. [Endorsed by Robert S. Cook] (In Business week, Apr. 28, 1962, p.35) © 27Apr62; KK166155.

I listen to men who can cut our costs [says Curtis G. Watkins] (In Business week, Mar. 3, 1962, p.33) © 2Mar62; KK164947.

There and back safely; sensible vacation driving. © 11May62; KK166472.

25 questions to help you be a safer driver. © 28Feb62; KK166473.

We like men who work as a team. [Endorsed by Albert Vinal] (In The Boston globe, Jan. 7, 1962, p.2-B) NM: "additional textural matter". © 7Jan62; KK163878.

AMERICAN OIL CO. STANDARD OIL DIVISION. ©

Americana: Patrick Henry. (In The Saturday evening post, Mar. 3, 1962, p.R1-R2) © 28Feb62; KK165774.

Americana: the pony express. (In The Saturday evening post, Mar. 31, 1962, p.T1-T2) © 28Mar62; KK165775.

The magic of M2PG means more miles per gallon. (In Chicago daily tribune, May 11, 1962, pt.1, p.16) © Standard Oil Co., division of American Oil Co. (in notice: Standard Oil Division, American Oil Co.; 10May62; KK166388.

Make the magic of M2PG work for you, only Standard dealers have it. (In Chicago daily tribune, May 29, 1962, pt.1, p.20) © 28May62; KK166598.

While your furnace rests, get oil burner service, a feature of year 'round Standard sta-warm service. (In Chicago daily tribune, May 10, 1962, pt.3, p.6) © 9May62; KK166389.

AMERICAN PETROFINA. ©

Fina announces three identical prizes; if a thing is worth doing, it's worth overdoing. Mother of five wins 15 yards of pink asphalt. (In The Dallas morning news, Feb. 20, 1962, section 1, p.8) Appl. author: Weiner & Gossage, Inc. © 20Feb62; KK165951.

Our motto: if you're driving down the road and you see a Fina station ... please stop in. Gas. (In Dallas times herald, June 4, 1962, p.9A) Appl. author: Weiner & Gossage, Inc. © 4Jun62; KK166941.

Starting June 1, 1962, in Longview, Marshall and Shreveport, Fina is experimentally adding a new secret ingredient to its gas. (In Shreveport times, June 5, 1962, p.5A) Appl. author: Weiner & Gossage, Inc. © 5Jun62; KK166940.

AMERICAN PETROFINA CO. OF TEXAS.

Fina announces: free pink valve caps. (In Dallas times herald, Sept. 18, 1961, p.A-11) Appl. author: Weiner & Gossage, Inc. © American Petrofina Co. of Texas (in notice: American Petrofina, Dallas, Texas); 18Sep61; KK164986.

A Fina attendant is trustworthy, loyal ... and boy, can he pump gas. (In The Dallas morning news, July 11, 1961, sec.1, p.11) Appl. author: Weiner & Gossage, Inc. © American Petrofina Co. of Texas (in notice: American Petrofina); 11Jul61; KK164032.

Pink air! The following news item appeared in the San Francisco Daily commercial news for March 21st, 1961. (In The Dallas morning news, May 23, 1961, sec.1, p.11) Appl. author: Weiner & Gossage, Inc. © American Petrofina Co. of Texas (in notice: American Petrofina); 23May61; KK164034.

A pink air pipeline? (In Dallas times herald, Aug. 7, 1961, p.A-9) Appl. author: Weiner & Gossage, Inc. © American Petrofina Co. of Texas (in notice: American Petrofina, Dallas, Texas); 7Aug61; KK164988.

Send for your free sample of pink air. Fina. (In The Dallas morning news, June 13, 1961, sec.1, p.8) Appl. author: Weiner & Gossage, Inc. © American Petrofina Co. of Texas (in notice: American Petrofina); 13Jun61; KK164033.

Your chance to win 15 yards of pink asphalt. (In Dallas times herald, Nov. 6, 1961, p.A-9) Appl. author: Weiner & Gossage, Inc. © American Petrofina Co. of Texas (in notice: American Petrofina, Dallas, Texas); 6Nov61; KK164987.

AMERICAN POTATO CO. ©

Instant-Whipp Idaho russet mashed potato. 6 lbs. net wt. Appl. author: Frank Colvan. © 12Sep61; KK164439.

Instant-Whipp Idaho russet mashed potato with milk. 5-1/2 lbs. net wt. Appl. author: Frank Colvan. © 12Sep61; KK164441.

Instant-Whipp mashed potato flakes. 2-1/2 lbs. net wt. Appl. author: Frank Colvan. © 12Sep61; KK164440.

AMERICAN SAFETY RAZOR CO. ©

New from Gem, Micro Mist, a shaving sensation. (In Life, Oct. 13, 1961, p.18) Appl. author: Benton & Bowles, Inc. © American Safety Razor Co. (in notice: American Safety Razor Co., a division of Philip Morris, Inc.); 11Oct61; KK163902.

New Pal premium blades take friction out of shaving, put comfort in. [Football player with ball] (In The Cleveland plain dealer, Sept. 26, 1961, p.33) Appl. author: Benton & Bowles, Inc.

© American Safety Razor Co., a division of Philip Morris, Inc.; 26Sep61; KK163975.

New Pal premium blades take friction out of shaving, put comfort in. (In Daily news, New York, Sept. 18, 1961, p.48) Appl. author: Benton & Bowles, Inc. © American Safety Razor Co. (in notice: American Safety Razor Co., a division of Philip Morris, Inc.); 18Sep61; KK163901.

New Pal premium injector blades. Pal sponsors National League pro football every Sunday. (In New York football Giants program, Oct. 22, 1961, p.1) Appl. author: Benton & Bowles, Inc. © American Safety Razor Co., a division of Philip Morris, Inc.; 22Oct61; KK163970.

1,425,000,000 selling messages. Pal selling messages come in boxcar numbers ... for the great new Pal adjustable stainless steel injector razor. Appl. author: Benton & Bowles, Inc. © 7May62; KK166577.

Pal premium blades are tying in with NFL pro football TV. (In Progressive grocer, Oct. 1961, p.253) Appl. author: Benton & Bowles, Inc. © American Safety Razor Co., a division of Philip Morris, Inc.; 30Sep61; KK163971.

Variety is the spice of sales. Gem, Blue Star, Treet, Pal. (In Tobacco retailer almanac, 1961, p.7) Appl. author: Benton & Bowles, Inc. © 16Oct61; KK164164.

AMERICAN SAFETY RAZOR CO. A.S.R. HOSPITAL DIVISION.

Human tissue studies prove: Steri-Sharps cut hairline-clean. (In Annals of surgery, Oct. 1961, p.4 of cover) Appl. author: Benton & Bowles, Inc. © A.S.R. Hospital Division, American Safety Razor Co.; 29Sep61; KK164169.

AMERICAN SEATING CO. ©

Folder-Mate detachable arm rest. It's an arm-rest, a sectional clamp, and it's quick. No.5840. © 5Mar62; KK165044.

Modern all purpose speaker's stand. No.10230. © 4Jan62 (in notice: 1961); KK163819.

AMERICAN STERILIZER CO. ©

Amsco-Excel medicine station. (MC-537) Appl. author: Gordon S. Altman. © 26Apr62; KK165899.

New external solution warming cabinet. Appl. author: Gordon S. Altman. © 5Jan61 (in notice: 1960); KK163587.

Now, a new portable light ... Amsco new PX-22 portable explosion proof surgical light. Appl. author: Gordon S. Altman. © 10Apr62; KK165573.

Portable automatic flask washer. Appl. author: Gordon S. Altman. © 27Mar62; KK165574.

Solution pre-mix tank. Appl. author: Gordon S. Altman. © 10Jan62; KK164308.

AMERICAN TELEPHONE & TELEGRAPH CO. ©

Honest, Injun, there's nothing like a visit by long distance. (In The Reader's digest, Mar. 1962, p.33) © 20Feb62; KK166493.

AMERICAN THERMOS PRODUCTS CO. ©

How to get the best use out of your Keapsit vacuum bottle. © American Thermos Products Co. (in notice: American Thermos Products Co., subsidiary of King-Seeley Thermos Co.); 15Jan62; KK165929.

How to get the best use out of your Thermos vacuum bottle. © American Thermos Products Co. (in notice: American Thermos Products Co., subsidiary of King-Seeley Thermos Co.); 15Jan62; KK165930.

Thermos brand Aristocrat vacuum bottle. No.2404. Standard neck, quart size. © 23Mar62; KK166238.

AMERICAN TOBACCO CO. ©

Christmas time, any time. Tareyton. (In Time, Dec. 8, 1961, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 5Dec61; KK163527.

Get Lucky, the taste to start with, the taste to stay with. Lucky Strike cigarettes. Carwash; sailboat. (In Progressive farmer, May 1962, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Apr62; KK166247.

Get Lucky, the taste to start with, the taste to stay with. What makes Lucky Strike the favorite regular cigarette of college smokers? Crew-cut smoking. (In Georgetown University hcya, Apr. 5, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Apr62; KK166809.

Get Lucky, the taste to start with, the taste to stay with. What makes Lucky Strike the favorite regular cigarette of college smokers? Girl smoking. (In University of Alabama crimson-white, Apr. 12, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Apr62; KK166808.

Get Lucky, the taste to start with, the taste to stay with. What makes Lucky Strike the favorite regular cigarette of college smokers? Student lighting cigarette. (In University of Southern California Daily trojan, Mar. 26, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Mar62; KK166810.

Hungry for flavor? Tareyton's got it. [Endorsed by Tommy Davis] (In Ebony, Apr. 1962, p.37) Appl. author: L. C. Gumbinner Advertising Agency. © 18Mar62; KK165252.

Hungry for flavor? Tareyton's got it. [Endorsed by Tommy Davis] (In The Lincoln clarion, Lincoln University, Mar. 23, 1962, p.4) Appl. author: L. C. Gumbinner Advertising Agency. © 23Mar62; KK165592.

Hungry for flavor? Tareyton's got it. Girl with bandana. (In Newsweek, May 28, 1962, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 23May62; KK166387.

Hungry for flavor? Tareyton's got it. Large head, girl. (In Texas state journal of medicine, Mar. 1962, p.31) Appl. author: L. C. Gumbinner Advertising Agency. © 1Mar62; KK165310.

Hungry for flavor? Tareyton's got it. [Man's head; hand holding cigarette] (In Newsweek, Apr. 30, 1962, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 25Apr62; KK165971.

Hungry for flavor? Tareyton's got it. [Woman's head, cigarette in hand] (In Modern medicine, Mar. 19, 1962, p.249) Appl. author: L. C. Gumbinner Advertising Agency. © 19Mar62; KK165123.

If you can find a better tasting filter cigarette, we'll pay for it. Tareyton. (In Greenville Piedmont, Mar. 13, 1962, p.28) Appl. author: L. C. Gumbinner Advertising Agency. © 13Mar62; KK165178.

Lucky Strike announces fabulous new offer. Remember how great? volume 2. (In Daily news, New York, Jan. 6, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Jan62; KK166250.

Lucky Strike announces fabulous new record offer; 12 all time hits, all-million-sellers. (In Life, Jan. 19, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Jan62; KK164272.

AMERICAN TOBACCO CO.-Con.

Lucky Strike presents: Lucky puffers. At the prom. (In Daily Kansan, University of Kansas, Jan. 9, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Jan62; KK164275.

Lucky Strike presents: Lucky puffers. Coeds. (In Tartan, Carnegie Tech, Feb. 14, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Feb62; KK166242.

Lucky Strike presents: Lucky puffers. Homecoming weekend. (In Northwestern University daily, Nov. 7, 1961) Appl. author: Batten Barton Durstine & Osborn, Inc. © 7Nov61; KK164403.

Lucky Strike presents: Lucky puffers. Parents' weekend. (In Tartan, Carnegie Tech, Feb. 28, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Feb62; KK166243.

Lucky Strike presents: Lucky puffers. Saturday night. (In Temple University news, Oct. 25, 1961) Appl. author: Batten Barton Durstine & Osborn, Inc. © 25Oct61; KK164408.

Lucky Strike presents: Lucky puffers. Spring madness. (In Daily Pennsylvania, University of Pennsylvania, Mar. 5, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Mar62; KK166246.

Lucky Strike presents: Lucky puffers. Student soldiers. (In The Stanford University daily, Nov. 13, 1961) Appl. author: Batten Barton Durstine & Osborn, Inc. © 13Nov61; KK164409.

Lucky Strike presents: Lucky puffers. The dean. (In Kaiman, Montana State University, Feb. 7, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Feb62; KK166251.

Lucky Strike presents: Lucky puffers. The faculty tea. (In Kansas State University collegian, Jan. 16, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Jan62; KK164274.

Lucky Strike presents: Lucky puffers. The football team. (In The Daily Princetonian, Princeton University, Oct. 17, 1961) Appl. author: Batten Barton Durstine & Osborn, Inc. © 17Oct61; KK164411.

Lucky Strike presents: Lucky puffers. The freshmen. (In Connecticut University daily campus, Oct. 3, 1961) Appl. author: Batten Barton Durstine & Osborn, Inc. © 3Oct61; KK164407.

Lucky Strike presents: Lucky puffers. The intellectuals. (In The Dartmouth, Dartmouth College, Jan. 3, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Jan62; KK164273.

Lucky Strike presents: Lucky puffers. Winter sports. (In Oregon University daily emerald, Nov. 27, 1961) Appl. author: Batten Barton Durstine & Osborn, Inc. © 27Nov61; KK164412.

Make it a Lucky Christmas: so great to give, to get, to serve, and especially to smoke. (In Progressive farmer, Dec. 1961, p.2 of cover) Appl. author: Batten Barton Durstine & Osborn, Inc. © 15Nov61; KK164410.

Montclair modern cigarettes; menthol filter. 20 class A cigarettes. © 9Feb62; KK164335.

Now, as Lucky Strike steps up the beat, make two profits with every sale; giant ad drive ... Remember how great, vol.2, promotion. (In Cooperative merchandiser, Jan. 1962, p.4-5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Dec61; KK166244.

Pall Mall's natural mildness is so good to your taste. [Couple seated in restaurant] (In The Saturday evening post, May 5, 1962, p.37) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 1May62; KK166104.

Pall Mall's natural mildness is so good to your taste. (In Look, Mar. 13, 1962, p.33) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Feb62; KK165144.

Pall Mall's natural mildness is so good to your taste. [Pack of cigarettes & pears] Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Mar62; KK166005.

Pall Mall's natural mildness is so good to your taste. So smooth, so satisfying, so downright smokeable. (In Argosy, June 1962, p.18) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20May62; KK166851.

Pall Mall's natural mildness is so good to your taste; so smooth, so satisfying, so downright smokeable. (In True, Feb. 1962, p.63) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 18Jan62; KK164002.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike cigarettes. Cruise ship captain. (In Progressive farmer, Feb. 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jan62; KK166248.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike cigarettes. Sporting goods. (In Popular mechanics, Feb. 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jan62; KK166249.

Tareyton delivers the flavor. Bowling scene. (In Newsweek, Jan. 8, 1962, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 3Jan62; KK163846.

Tareyton delivers the flavor. [Endorsed by Tommy Davis] (In Ebony, Dec. 1961, p.11) Appl. author: L. C. Gumbinner Advertising Agency. © 18Nov61; KK163529.

Tareyton delivers the flavor. Roman guardsman; Latin cartoon. (In Temple University news, Philadelphia, Nov. 28, 1961, p.8) Appl. author: L. C. Gumbinner Advertising Agency. © 28Nov61; KK163528.

Tareyton delivers the flavor. Tennis situation. (In Newsweek, Mar. 5, 1962, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 28Feb62; KK165972.

Tareyton delivers the flavor; dual filter does it. Hockey scene. (In Newsweek, Feb. 5, 1962, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 31Jan62; KK164141.

Tareyton delivers the flavor; dual filter does it. Latin cartoon, Roman & bear. (In Columbia Missourian, Jan. 22, 1962, p.7) Appl. author: L. C. Gumbinner Advertising Agency. © 22Jan62; KK164140.

Tareyton delivers the flavor; dual filter does it. Latin cartoon, Roman wrestler. (In The Bullet, Mary Washington College, University of Virginia, Jan. 13, 1962, p.4) Appl. author: L. C. Gumbinner Advertising Agency. © 13Jan62; KK164139.

Tareyton delivers the flavor; dual filter does it. Roman catapult. (In Ken, Brooklyn College, Nov. 20, 1961, p.2) Appl. author: L. C. Gumbinner Advertising Agency. © 20Nov61; KK164016.

Tareyton delivers the flavor, dual filter does it. Roman javelin thrower. (In Old gold and black, Wake Forest College, Winston-Salem, Jan. 8, 1962, p.5) Appl. author: L. C. Gumbinner Advertising Agency. © 8Jan62; KK164001.

Tareyton sure has the taste, says Willie Mays. (In The Meter, Tennessee State University, Jan. 1962, p.3) Appl. author: L. C. Gumbinner Advertising Agency. © 15Jan62; KK164190.

There's still time to make two profits with every sale; feature this successful Lucky Strike Remember how great, vol.2, promotion. (In Cooperative merchandiser, Feb. 1962, p.10-11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Jan62; KK166245.

AMERICAN TOY & FURNITURE CO.

Hobbyland, U.S.A., the town of fun. Make all these wonderful projects: wall plaques ... lifelike fishing lures, and many others. Appl. author: Gerald M. Rapaport. © American Toy & Furniture Corp. (in notice: American Toy & Furniture Co.); 8Jan62; KK165380.

AMPHORA MUSIC CORP. ©

The velvet swing of Remo Biondi. A sparkling new collection of brightly polished jewels of jazz. © 15Feb62; KK164719.

ANCIENT AGE DISTILLING CO. ©

Ancient Age is really loaded with advertising for 1960. Kentucky straight bourbon whiskey. (In Bar management, Mar. 1960, p.16-17) Appl. author: William Bernbach. © Ancient Age Distilling Co., a.a.d.o. Schenley Distillers, Inc.; 15Mar60; KK166748.

If you can find a better bourbon, buy it. Kentucky straight bourbon whiskey. (In Life, Mar. 18, 1957, p. 3 of cover) Appl. author: Doyle, Dane, Bernbach, Inc. © 18Mar57; KK166843.

If you can find a better bourbon, buy it. Kentucky straight bourbon whiskey. (In Life, Feb. 8, 1960, p. 3 of cover) Appl. author: Doyle, Dane, Bernbach, Inc. © 8Feb60; KK166844.

ANDERSON, GLENN L. ©

Babies love ice cream all year 'round. © 5Dec61; KK164118.

ANDERSON, PAUL. ©

Atlas truck parts and equipment. © 11Apr62; KK166612.

ANDERSON, CLAYTON & CO., INC. ©

For sparkling salads; Seven Seas Italian dressing. (In Canton beacon journal, Mar. 1, 1962, p.26) © 1Mar62; KK165722.

A salad is a salad is a salad, until you use new Seven Seas salad dressings made with TLC. Italian. (In Cleveland press & news, Oct. 12, 1961, p.F-5) © 12Oct61; KK164083.

Wake-up flavor; Seven Seas Italian dressing. (In Cleveland press & news, Mar. 1, 1962, p.C5) © 1Mar62; KK165723.

We'll pay you 50¢ for two front labels from any Seven Seas salad dressings. (In Canton repository, Feb. 7, 1962, p.21) © 7Feb62; KK164548.

ANHEUSER-BUSCH, INC. ©

America's most refreshing beer. Busch Bavarian. (In Golden Gloves program, Jan.-Feb. 1962, p.4 of cover) Appl. author: Russ Dopke. © 25Jan62; KK165421.

Bowling tonight? This calls for Budweiser. Enjoy the king of beers. (In Columbia Missourian, Apr. 12, 1962, p.6) Appl. author: D'Arcy Advertising Co. © 12Apr62; KK165647.

This calls for Budweiser. Bowling night. (In Life, Jan. 19, 1962, p.3 of cover) Appl. author: D'Arcy Advertising Co. © 19Jan62 (in notice: 1961); KK164367.

ANODYNE, INC. ©

For a lifetime of identification, single or multi-colored ... aluminum nameplates. Appl. author: Eugene T. Turney, Jr. © 29Dec61; KK164073.

There is nothing we will not do to protect your name and ours. America's finest multi-color anodizers. © 5Jun61; KK159576.

ANSON (ART) INC. ©

Porex knee lift and leg relaxer. Appl. author: Arthur H. Anson. © 7May62; KK165988.

ANTENNA DESIGNS, INC. ©

Andi breaks through with the all new, blue, anodized Delta-Phased four bay, U. H. F. all channel, T.V. antenna. Model UHF-4D. © 25Nov61; KK164007.

APON RECORD CORP. ©

Popular Czech polkas. (APON 2466) © 15Dec61; KK163854.
Songs of Moravia. (APON 2437) © 15Dec61; KK163852.

APON RECORDS. ©

Holiday in Slovakia. (APON 2467) © 15Dec61; KK163853.

ARDEEN (ELIZABETH) SALES CORP.

Bathe in the splendor of Blue Grass. (In The Bride's magazine 1962, New homemaker's guide, p.1) © Elizabeth Arden Sales Corp. whose accepted alternate designation is Elizabeth Arden; 20May62; KK166570.

The bloom is on the Blue Grass. (In New York herald tribune, June 3, 1962, p.40) © Elizabeth Arden Sales Corp. whose accepted alternate designation is Elizabeth Arden; 3Jun62; KK166679.

Give your skin the bloom of youth. Creme extraordinaire. (In New York times, Feb. 11, 1962, p.108) © Elizabeth Arden Sales Corp. whose a.a.d. is Elizabeth Arden; 11Feb62; KK166788.

Give yourself a shave break. Arden for men after shave lotion. (In The New York times, May 21, 1962, p.2) © Elizabeth Arden Sales Corp. whose accepted alternate designation is Elizabeth Arden; 21May62; KK166571.

The international look. (In Harper's bazaar, Mar. 1962, p.44) © Elizabeth Arden Sales Corp., whose alternate, accepted designation is Elizabeth Arden; 23Feb62; KK164945.

Listen and you shall hear how to be the most popular girl of the year. The sound of the beauty box. (In Seventeen, Apr. 1962, p.16) © Elizabeth Arden Sales Corp. whose accepted alternate designation is Elizabeth Arden; 22Mar62; KK166569.

Show your skin you really care. Ardena skin lotion. (In Harper's bazaar, Feb. 1962, p.43) © Elizabeth Arden Sales Corp., whose accepted, alternate designation is Elizabeth Arden; 25Jan62; KK165436.

ARKWRIGHT, INC. ©

Our own brand Hansom, since 1948, men's shirts. Belfast, permanent self-ironing. © 8Jun61; KK164038.

ARNOLD, ARNOLD. ©

The four foot high stack of ten nesting blocks designed by Arnold Arnold. © 28May62; KK166426.

14 put together, take apart, Play-Farm animals. No.943. © 18Apr62; KK166554.

Sew together zoo. Make four decorative, stand-up jungle animals. No.944. © 13Apr62; KK166553.

Table top workshop. No.960. Gift envelopes and instructions for 4 jig-saw puzzles. © 9May62; KK166555.

ARNOLD BAKERS, INC. ©

All purpose seasoned stuffin'. Net weight one full pound. © 19Feb62; KK164554.

Bite size cookie pops; ginger. Net weight 7 1/2 ozs. © 16Jan62; KK163865.

Sandwich pound and a half loaf. 32 slices. © 18Dec61; KK164035.

ARNOLD OF COLOMBIA, INC. ©

100% pure Colombian coffee. Net weight one pound. © 23Jan62; KK164654.

ARNOLD STRETCHMATES CORP. ©

Sh-h-h-h-h-h, baby is sleeping. © 20Mar62; KK166535.

ART AWARD CO., INC. ©

Silver Award numbered oil paint set. 2 large 14 x 10 painting panels. © 20Dec61; KK164692.

ATKINS-JEWETT ADVERTISING SERVICE.

Insurasale, the program that leaves a lasting impression on the prospect. Insurasale recruiting kit. Appl. author: George Atkins. © Atkins-Jewett d.b.a. Atkins-Jewett Advertising Service; 9May62; KK166724.

Radio insurasale. It's new, it's different ... procedure for radio time sales representatives and account executives. Appl. author: George Atkins. © Atkins-Jewett d.b.a. Atkins-Jewett Advertising Service; 10May62; KK166723.

Real estate insurasale prospecting kit. Appl. author: George Atkins. © Atkins-Jewett d.b.a. Atkins-Jewett Advertising Service; 1Jun62; KK166945.

ATLANTIC CASTING & ENGINEERING CORP. ©

New from Atlantic, Planar investment casting. (In Product design & development, Mar. 1962, p.12) Appl. author: Wehner Advertising Agency. © 25Feb62; KK165423.

ATLAS SUPPLY CO. ©

The more the miles, the more your car needs Atlas tires. (In Parade, Mar. 25, 1962, p.10-11) Appl. author: McCann-Erickson, Inc. © 25Mar62; KK165606.

The more the miles, the more your car needs Atlas tires. (In Parade, May 6, 1962, p.14-15) Appl. author: McCann-Erickson, Inc. © 6May62; KK166713.

Now 2 quick-action guarantees on Atlas tires. (In Life, May 4, 1962, p.96-97) Appl. author: McCann-Erickson, Inc. © 2May62; KK166712.

When the choice is yours, choose Atlas spark plugs. (In Life, Apr. 13, 1962, p.62) Appl. author: McCann-Erickson, Inc. © 11Apr62; KK166711.

ATLAS UNDERWEAR CORP. ALLEN-A CO. DIVISION. SEB Allen-A Co.

AUDIO FIDELITY, INC. ©

Baldwin organ & bongos. Fabulous Eddie Osborn. AFSD 5974. © 1Feb62; KK165172.

Carnaval do Brasil. Juca Mestre and his Brasileiros. AFSD 5953. © 1Feb62; KK165168.

A date with Eddie, Banjo Eyes, Cantor featuring songs, stories and anecdotes. Carnegie Hall concert. AFLP 702. © 1Feb62; KK165174.

Folksong: U.S.A. The Robbinsdale Chorale. AFSD 5965. © 2Apr62; KK165862.

The internationally famous Patachou at the St. Regis Maisonette singing in French and English. AFSD 5961. © 2Apr62; KK165864.

Limbo party. Southern Tropical Harmony Steel Band. AFSD 5967. © 2Apr62; KK165866.

Mexico with love. Jo Basile, accordion and orchestra. AFSD 5946. © 1Feb62; KK165170.

More best of the phenomenal Dukes of Dixieland, v.2. AFSD 5964. © 2Apr62; KK165863.

Nickel music, music of the Gay Nineties. The sound of the nickel-odeons at Paul Eakins' Gay 90s Village, Sikeston, Missouri. AFSD 5960. © 1Feb62; KK165169.

Oscar Brand, Rollicking sea shanties. AFSD 5966. © 2Apr62; KK165865.

Panorama musical do. Juca Mestre and his Brasileiros. AFSD 5954. © 1Feb62; KK165173.

Percussive cha cha latino with Pacheco. Rene Hernandez Orchestra. AFSD 5973. © 1Feb62; KK165171.

Sound effects, v.3. DFS 7011. © 1Feb62; KK165167.

Strings for a space age. Bobby Christian & his-orchestra. AFSD 5959. © 1Feb62; KK165166.

AURORA PLASTICS CORP. ©

Black Falcon historic XVIII century pirate ship. All plastic assembly kit. (Kit no. 210-198) © 28Feb62; KK166715.

Viking ship. Plastic assembly kit. (Kit no. 320-1.98) © 28Feb62; KK166714.

AUSTIN, NICHOLS & CO., INC. ©

As long as you're up, get me a Grant's. Blended Scotch whisky. (In New York herald tribune, Feb. 15, 1962, p.10) Appl. author: Hockaday Associates, Inc. © 15Feb62; KK165496.

As long as you're up get me a Grant's. Blended Scotch whisky. (In News-week, Feb. 12, 1962, p.39) © 12Feb62; KK165983.

As long as you're up, get me a Grant's. The light and legendary 8-year old blended Scotch whisky. [Girl seated, holding stamp album] (In The New Yorker, Apr. 14, 1962, p.134) © 14Apr62; KK165765.

AUTO WORLD.

1961 miniature license plates; 50 states plus Canadian provinces. © Anthony Michael Koveleski t.a. Auto World; 25Mar61; KK163573.

AUTOMATIC ELECTRIC MATTRESS CO.

Automatic electric mattress [sic] for convertible sofas. NM: additions & revision. © Alfred C. Kather, Automatic Electric Mattres Co.; 28Dec61; KK164479.

Automatic electric mattress for travel, home, hospital, crib; locks out dampness, always warm. NM: additions & revision. © Alfred C. Kather, Automatic Electric Mattress Co.; 19Dec61; KK164480.

Automatic electric mattress for travel, home, hospital, crib with electric heating unit. NM: additions. © Alfred C. Kather, Automatic Electric Mattress Co.; 21Dec61; KK164477.

AUTOMATION SERVICES, INC. ©

Introducing economical, versatile Blast-Rite, and reliable Blast-Alox. Tough, accurate-grading, long-lasting, all-purpose. Hydra-Power Blast. © 22Feb62; KK164985.

AUTOPOINT CO. ©

The famous Autopoint Tungstar ball. Pens. Appl. author: James M. Edwards. © 3Mar62; KK165630.

Give prestige executive card cases in genuine leather. The Carri-All, no.549C/2 or no.550C/2; The Card-Pak, no.570/24. Appl. author: James M. Edwards. © 11May62; KK166270.

AVALON HILL CO. ©

Baseball strategy, realistic sports game. © 12Mar62; KK165478.

Bismarck, realistic naval game. © 12Mar62; KK165476.

Football strategy, realistic sports game. © 12Mar62; KK165477.

Waterloo ... Napoleonic campaign game. © 12Mar62; KK165479.

AVIS, INC. ©

Avis admits defeat again. Rent-a-car. (In The New Yorker, Mar. 17, 1962, p.102) Appl. author: McCann-Erickson, Inc. © 15Mar62; KK165607.

Avis smells good, like a rent-a-car should. (In The New Yorker, Apr. 14, 1962, p.175) Appl. author: McCann-Erickson, Inc. © 12Apr62; KK165596.

Big feet? No, big fleet. Avis rent-a-car. (In New Yorker, May 19, 1962, p. 175) Appl. author: McCann-Erickson, Inc. © 17May62; KK166706.

High-tailing to almost anywhere? Avis rent-a-car. (In Time, Apr. 6, 1962, p.50-51) Appl. author: McCann-Erickson, Inc. © 3Apr62; KK165597.

Man about those optional Avis seat belts. Avis rent-a-car. (In New Yorker, May 5, 1962, p. 82) Appl. author: McCann-Erickson, Inc. © 3May62; KK166708.

My Sin was my husband's virtue. Avis rent-a-car. (In New Yorker, Apr. 28, 1962, p. 164) Appl. author: McCann-Erickson, Inc. © 26Apr62; KK166709.

90% of our business is done with businessmen. Avis rent-a-car. (In The New Yorker, Mar. 24, 1962, p.165) Appl. author: McCann-Erickson, Inc. © 22Mar62; KK165608.

Oil's well. Avis rent-a-car. (In The New Yorker, Mar. 31, 1962, p.125) Appl. author: McCann-Erickson, Inc. © 29Mar62; KK165595.

Our gift to your best-girl in May. Avis rent-a-car. (In Time, Apr. 27, 1962, p. 4) Appl. author: McCann-Erickson, Inc. © 24Apr62; KK166702.

Pick up her spirits a little, with a flacon of My Sin by Lanvin. Avis rent-a-car. (In New Yorker, Apr. 21, 1962, p. 183) Appl. author: McCann-Erickson, Inc. © 19Apr62; KK166710.

Repent, man. Far out service. Avis rent-a-car. (In New Yorker, May 12, 1962, p.167) Appl. author: McCann-Erickson, Inc. © 10May62; KK166707.

We serve you best. Avis rent-a-car. (In New Yorker, June 9, 1962, p. 129) Appl. author: McCann-Erickson, Inc. © 7Jun62; KK166703.

Why my daddy likes Avis. Avis rent-a-car. (In New Yorker, June 2, 1962, p.50) Appl. author: McCann-Erickson, Inc. © 31May62; KK166704.

You are a real card, sir. Avis rent-a-car. (In New Yorker, May 26, 1962, p. 60) Appl. author: McCann-Erickson, Inc. © 24May62; KK166705.

You get all the brakes. Avis rent-a-car. (In The New Yorker, Apr. 7, 1962, p.151) Appl. author: McCann-Erickson, Inc. © 5Apr62; KK165594.

AVON COSMETICS.

Avon's electrifying new color is Red Commotion. (In McCall's, Feb. 1962, p.139) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics a.a.d.o. Avon Products, Inc.; 25Jan62; KK165455.

Avon's electrifying new color is Red Commotion. (In Seventeen, Feb. 1962, p.2) Appl. author: Monroe F. Dreher, Inc. NM: additions & revisions. © Avon Cosmetics a.a.d.o. Avon Products, Inc.; 1Feb62; KK165893.

New, Cream sachet in Somewhere, Avon's new fragrance. (In Progressive farmer, Mar. 1962, p.56) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics a.a.d.o. Avon Products, Inc.; 19Feb62; KK165454.

Silver notes quartet; announcing color fused with silvery sheen, new look for lips. (In Good housekeeping, Apr. 1962, p.136) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics a.a.d.o. Avon Products, Inc.; 20Mar62; KK165453.

AVON PRODUCTS, INC. SEE Avon Cosmetics.

B

B.B. SEE Beebe Bros. Manufacturing Co.

B. F. D. SEE Brown-Forman Distillers Corp.

B.G.S. SHOE CORP. ©

Buskens. © 16Sep59; KK164456.

Honeybugs. © 7Jul59; KK164457.

BABCOCK & WILCOX CO. ©

B & W Valcor-G feeder parts set new performance standards in the glass industry. Appl. author: Jess H. Cloud. © 21Dec61; KK163949.

BABSON BROS. CO. ©

Leadership earned through millions of milkings. Surge. (In Hoard's dairyman, Mar. 25, 1962, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Mar62; KK165190.

North, south, east and west: Tonganoxie. The Tonganoxie system of cow milking has been eagerly accepted. (In Hoard's dairyman, Feb. 10, 1962, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Feb62; KK164366.

Now, for existing stanchion barns, a Tonganoxie vacuum system, plus the Surge suction breaker cup for pipeline milking. (In Hoard's dairyman, Jan. 25, 1962, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Jan62; KK163969.

Stop udder strangulation; A Tonganoxie pipeline milks with Surge Tug & Pull. (In Hoard's dairyman, Apr. 25, 1962, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Apr62; KK165652.

Surge makes it easy to drop teat cups on milked-out quarters. [Endorsed by C. W. Turner] (In Hoard's dairyman, Jan. 10, 1962, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Jan62; KK163968.

Tonganoxie. With the Tonganoxie system of pipeline milking, you still get famous Surge Tug & Pull. (In Hoard's dairyman, Mar. 10, 1962, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Mar62; KK165175.

You can't go any further than a Tonganoxie milking system in a picture window parlor. Surge. (In Hoard's dairyman, Feb. 25, 1962, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Feb62; KK165179.

BACARDI IMPORTS, INC. ©

Again in 1961, more people bought Bacardi than all other Puerto Rican brands combined. Puerto Rican rum. (In Southern beverage journal, June 1962, p.3) Appl. author: Ross Roy-B.S.F. & D., Inc. © 1Jun62; KK166675.

Bacardi? Bacardi Anejo. (In The New Yorker, May 14, 1960, p.183) Appl. author: Ross Roy-B.S.F. & D., Inc. © 12May60; KK166579.

Bacardi sells best because the public likes it best. Puerto Rican rum. [Endorsed by Gus Quinones] (In Illinois beverage journal, June 1960, p.49) Appl. author: Ross Roy-B.S.F. & D., Inc. © 10Jun60; KK166462.

Be a Christmas eggnog expert. Puerto Rican rum. (In The Saturday evening post, Dec. 17, 1960, p.80) Appl. author: Ross Roy-B.S.F. & D., Inc. © 17Dec60; KK166469.

California playboys create the black devil. Puerto Rican rum. (In Playboy, Oct. 1961, p. 24) Appl. author: Ross Roy - B.S.F. & D., Inc. © 19Sep61; KK166794.

Dry, extra dry now available. Extra dry rum. (In Southern beverage journal, Dec. 1961, p.5) Appl. author: Ross Roy, Inc. © 1Dec61; KK166935.

Good cocktail? Bacardi cocktail on-the-rocks. Puerto Rican rum. (In The Saturday evening post, July 1, 1961, p.71) Appl. author: Ross Roy-B.S.F. & D., Inc. © 27Jun61; KK166593.

Good daiquiri? Bacardi daiquiri on the rocks. Puerto Rican rum. (In The Saturday evening post, Apr. 8, 1961, p.91) Appl. author: Ross Roy-B.S.F. & D., Inc. © 8Apr61; KK166466.

Good highball? Bacardi highball. Puerto Rican rum. (In The New Yorker, Mar. 25, 1961, p.80) Appl. author: Ross Roy-B.S.F. & D., Inc. © 25Mar61; KK166468.

Good rum 'n cola? Bacardi 'n cola. (In Ebony, May 1961, p.84-85) Appl. author: Ross Roy-B.S.F. & D., Inc. © 15Apr61; KK166674.

It's easy to be a Bacardi cocktail expert, the Bacardi labels tell you how. Puerto Rican rum. (In Life, May 23, 1960, p.82) Appl. author: Ross Roy-B.S.F. & D., Inc. © 23May60; KK166237.

It's easy to be a daiquiri expert, the Bacardi labels tell you how. Puerto Rican rum. (In Life, June 20, 1962, p.70) Appl. author: Ross Roy, Inc. © 16Jun60; KK166967.

Landlubber and yachtsman agree, Bacardi makes good daiquiris. Puerto Rican rum. (In Yachting, July 1961, p.125) Appl. author: Ross Roy, Inc. © 1Jul61; KK166924.

The life of the party. Puerto Rican rum. (In Newsday, Feb. 9, 1962, p.25c) Appl. author: Ross Roy-B.S.F. & D., Inc. © 9Feb62; KK166461.

Like it? Love it. Puerto Rican rum. (In Ebony, July 1959, p.76-77) Appl. author: Ross Roy-B.S.F. & D., Inc. © 18Jun59; KK166676.

The original daiquiri was made with Bacardi, the best still are. (In The Miami news, Jan. 18, 1962, p.5A) Appl. author: Ross Roy-B.S.F. & D., Inc. © 18Jan62; KK166594.

Stroke of genius. Florida playboys improve jim-dandy formula, end fuss of mixing 432 Daiquiris. Puerto Rican rum. (In Playboy, July 1962, p.18) Appl. author: Ross Roy - B.S.F. & D., Inc. © 19Jun62; KK166862.

Try a man's recipe for Christmas eggnog. Puerto Rican rum. (In Life, Dec. 15, 1961, p. 26) Appl. author: Ross Roy - B.S.F. & D., Inc. © 11Dec61; KK166793.

Versatile? Very. Puerto Rican rum. (In Ebony, Apr. 1960, p.44-45) Appl. author: Ross Roy - B.S.F. & D., Inc. © 18Mar60; KK166847.

Who really invented the Bacardi party? Northern playboys claim Southland goofs. Puerto Rican rum. (In Playboy, Feb. 1960, p. 12) Appl. author: Ross Roy - B.S.F. & D., Inc. © 19Jan60; KK166617.

With an E, with an E, with an E-E-E. Eber salesmen. (In Beverage media, Nov. 1961, Eber Bros. section, p.101) Appl. author: Ross Roy-B.S.F. & D., Inc. © 25Oct61; KK166578.

Yachtsmen - be drink experts! The Bacardi labels tell you how. Puerto Rican rum. (In Yachting, Jan. 1960, p. 399) Appl. author: Ross Roy-B.S.F. & D., Inc. © 1Jan60; KK166616.

BADGER MANUFACTURING CO. ©

How to draw a bead on special expansion joint design problems. (In Chemical engineering, Apr. 16, 1962, p.83) © 16Apr62; KK165656.

BAGDASARIAN, ROSS. ©

The Alvin show. (LRP 3209)
© 20Oct61; KK164157.

Around the world with the chipmunks;
songs from the Alvin show. (LRP
3170) © 20Oct61; KK164156.

The chipmunk song, Christmas don't be
late, and Alvin's harmonica.
(Liberty, no.55250) © 20Oct61;
KK164154.

The chipmunk songbook. Alvin, Simon
& Theodore, with David Seville.
LPR-3229. © 14May62; KK166140.

Let's all sing with the chipmunks;
songs from the Alvin show. (LRP
3132) © 20Oct61; KK164158.

Rudolph, the red-nosed reindeer, and
Spain. (Liberty, no.55289)
© 20Oct61; KK164153.

Sing again with the chipmunks; songs
from the Alvin show. (LRP 3159)
© 20Oct61; KK164155.

BALE PIN CO. ©

Class pins, fund raiser pins.
No.230 pin and guard set. NM:
additions. © 19Feb62; KK166379.

BALL BROS. CO. ©

Helps you help mothers; prevent
nursing problems. New Hygeia
nursing lets you dial your baby's
feeding speed. (In Briefs, Mar.
1962, p.2 of cover) Appl. author:
Applegate Advertising Agency, Inc.
NM: revision. © 1Mar62; KK165312.

Meet the world's liveliest dead duck.
Dome caps. (In Cooperative mer-
chandiser, Apr. 1962, p.17) Appl.
author: Applegate Advertising Agency,
Inc. NM: new pictorial matter &
revisions. © 25Mar62; KK166614.

Now you can prevent nursing problems.
New Hygeia nursing lets you dial the
feeding speed your baby needs. (In
Nine months to go, Feb. 1962, in-
sert) Appl. author: Applegate Ad-
vertising Agency, Inc. NM: "new
pictorial matter and copy revision".
© 15Feb62; KK165485.

OSO is asking the sun the way to the
moon. (In The Wall Street Journal,
Apr. 3, 1962, p.9) Appl. author:
Applegate Advertising Agency, Inc.
© 3Apr62; KK165486.

Prevent nursing problems; new Hygeia
nursing lets you dial your baby's
feeding speed. (In Mothers-to-be
& infant care, spring 1962, p.95)
Appl. author: Applegate Advertising
Agency, Inc. NM: revision.
© 6Feb62; KK164881.

You'll love us in September as you
did in May. Dome caps. (In Chain
store age, supermarket managers ed.,
May 1962, p.215) Appl. author:
Applegate Advertising Agency, Inc.
© 30Apr62; KK166401.

BALLANTINE (P.) & SONS. ©

It's here, today's Ballantine beer.
(In The Boston globe, Feb. 26,
1962, p.17) © 26Feb62; KK164842.

So great it rates a bright new label.
(In Times-union, Albany, N. Y.,
Feb. 27, 1962, p.5) © 27Feb62;
KK164841.

So great it rates a bright new label,
we're proud of Ballantine beer.
(In Miami herald, Mar. 26, 1962,
p.8E) © 26Mar62; KK166975.

Taste how golden good a beer can be.
Ballantine beer. (In Albany times,
Apr. 4, 1962, p.40) © 4Apr62;
KK166976.

BANKER (R. C.) & CO. ©

Dynamic furniture discounts. We mean
business, shop us and see.
© 12Dec61; KK164085.

BANKERS' FINANCIAL WIRE SERVICE. ©

Bankers' Financial Wire Service,
BFWS. The 3 doors to bank growth.
Appl. author: Frank T. Milligan.
© 14Feb62; KK165087.

BANKERS TRUST CO., NEW YORK.

Ability is enhanced by practical
experience. (In The Oil and gas
journal, Mar. 19, 1962, p.234)
Appl. author: Donahue & Coe, Inc.
© Bankers Trust Co.; 19Mar62;
KK165978.

For pension planners; new analysis of
latest pension plans for leading
companies in 114 industries. 1960
study of industrial retirement
plans. (In Newsweek, Apr. 4, 1960,
p.1) Appl. author: Donahue & Coe,
Inc. © Bankers Trust Co.; 4Apr60;
KK166865.

Insight gained from our extensive
experience in overseas finance has
resulted in the adoption of a
unique approach by our international
banking department. (In The Wall
Street journal, Feb. 26, 1962, p.5)
Appl. author: Donahue & Coe, Inc.
© Bankers Trust Co.; 26Feb62;
KK165359.

When you need ideas, come to New York.
View from Brooklyn Bridge. (In
American bankers, Jan. 31, 1962,
p.13) Appl. author: Donahue & Coe,
Inc. © Bankers Trust Co.; 31Jan62;
KK165360.

BAPCO. SEE Bowman Apple Products
Co., Inc.

BAR BALL GAMES CO. ©

Play ball with BBGW beer, always a
winner. Football game. Appl. au-
thors: Jack Gerber, Jack Brahms &
Zalmen J. Birnbaum. © 1Aug61;
KK164994.

BARBERA-HANNA PICTURES. ©

Top Cat jigsaw puzzle. Band music.
No.4606. 70 pieces. Whitman Pub.
Co. © 26Jan62 (in notice: 1961);
KK165112.

Top Cat jigsaw puzzle. Lunch time.
No.4606. 70 pieces. Whitman Pub.
Co. © 26Jan62 (in notice: 1961);
KK165111.

Top Cat jigsaw puzzle. Playing ball.
No.4606. 70 pieces. Whitman Pub.
Co. © 26Jan62 (in notice: 1961);
KK165113.

Top Cat jigsaw puzzle. Police phone.
No.4606. 70 pieces. Whitman Pub.
Co. © 26Jan62 (in notice: 1961);
KK165110.

BARNHARDT, J. M. ©

Barnhardt brand quick frozen, oven
ready duckling. © 18Dec61;
KK163522.

BARTON'S CANDY CORP. ©

Let my people go. At the approach of
Passover, we present excerpts from
the Exodus. (In The New York times,
Mar. 25, 1962, p.44) Appl. author:
Doyle Dane Bernbach, Inc.
© 25Mar62; KK165337.

Millions have enjoyed it, but only 4
people have read it. (In New York
world-telegram and sun, Feb. 27,
1962, p.7) Appl. author: Doyle
Dane Bernbach, Inc. © 27Feb62;
KK165567.

Mother, if you get a one pound box of
Barton's continental chocolates for
Mother's Day, and there's less than
one pound in it, weigh your husband.
(In The New York times, May 6, 1962,
p.85) Appl. author: Doyle Dane
Bernbach, Inc. © 6May62; KK166280.

Our Viennese heart specialist.
Barton's bonbonniere. (In New York
world-telegram and sun, Feb. 7, 1962,
p.16) Appl. author: Doyle Dane
Bernbach, Inc. © 7Feb62; KK164546.

Sure we're made of Swiss chocolate.
Isn't every bunny? (In The New York
times, Apr. 8, 1962, p.85) Appl.
author: Doyle Dane Bernbach, Inc.
© 8Apr62; KK165552.

They're all kosher for Passover,
and hard to resist. (In The
New York times, Apr. 1, 1962, p.78)
Appl. author: Doyle Dane Bernbach,
Inc. © 1Apr62; KK165339.

BATES FABRICS, INC. ©

Bewitching enough to wear. Tri-Tone
check bedspread. (In The New York
times magazine, Mar. 25, 1962,
p.77) Appl. author: L. C. Gumbinner
Advertising Agency, Inc. © 25Mar62;
KK165251.

Romantic enough to wear. George
Washington chose a spread like this
for Martha. (In The New York times
magazine, Feb. 18, 1962, p.67)
Appl. author: L. C. Gumbinner Ad-
vertising Agency, Inc. © 18Feb62;
KK165153.

Watch closely while Bates unwraps.
Bates Wedgwood Cameo transforms a
bedspread into enchantment for a
queen. (In Daily news record,
Mar. 17, 1962, supplement, between
p.28-29) Appl. author: L. C.
Gumbinner Advertising Agency, Inc.
© 17Mar62; KK165412.

BAY STATE TAP & DIE CO.

Buy tools on performance and service,
not on price alone. (In Mill &
factory, Dec. 1961, p.129) Appl.
author: W. Emerson Wenger. © Bay
State Tap & Die Co., subsidiary of
Cleveland Twist Drill Co.; 27Nov61;
KK164834.

To help you reduce your costs. Gages.
Appl. author: W. Emerson Wenger.
© Bay State Tap & Die Co., sub-
sidiary of Cleveland Twist Drill
Co.; 15Dec61; KK164690.

BEACONS, INC. ©

Old Dobbin lighted up. Walkers'
safety beacon. Appl. author: Lane
Soutar. © 14Dec61; KK164238.

BEAR MANUFACTURING CO. ©

Atlas wheel alignment report card.
© 21Mar62; KK166551.

The man of the year will be the job-
ber salesman with the Bear line-up
of progress. (In Jobber topics,
Feb. 1962, insert, p.489-490) Appl.
author: Hanson & Stevens, Inc.
© 10Feb62; KK165381.

Now, double progress in budget wheel
alignment: Portaliner, with Check-
O-Matic. (In Super service station,
Feb. 1962, p.231) Appl. author:
Hanson & Stevens, Inc. © 10Feb62;
KK165385.

Now, new progress in at-a-glance big
screen wheel alignment. Announcing
Bear's new engineering advance:
Tel-A-Matic. (In Motor west, Feb.
1962, p.4 of cover) Appl. author:
Hanson & Stevens, Inc. © 5Feb62;
KK165387.

Official standards, Jan. 1, 1962, as
furnished by auto and truck manu-
facturers. Form no.250. NM: revi-
sion. © 15Dec61; KK164087.

Portabrake Shop and the safe-way
system. Appl. author: Stevens
& Kirkland, Inc. © 31May62;
KK166903.

Tire scuff. (In The Saturday evening
post, May 6, 1962, p.12) Appl. au-
thor: Stevens & Kirkland, Inc.
© 3May62; KK165989.

You are invited to visit the Bear
line-up of progress at the NADA
show, booths 117-119-121. Tel-A-
Matic, progress in at-a-glance
alignment. (In Automotive news,
Feb. 5, 1962, p.83) Appl. author:
Hanson & Stevens, Inc. © 24Jan62;
KK165383.

BEEBE BROS. MANUFACTURING CO. ©

New, Beebe Bros. 50-ton barge con-
nector all-purpose marine winch,
hand, air, electric. (In The Work
boat, Jan. 1962, p.14) © 26Dec61;
KK164944.

BELOCK INSTRUMENT CORP. EVEREST RECORD DIVISION. ©
Everest, first to achieve perfection in the art of sound. First to give you your choice of stereo or monaural at one price. (In New Yorker, Apr. 9, 1960, p.153) © 7Apr60; KK166901.

BELSER, CHR. ©
Freie Partner, Heute und Morgen. [Calendar, 1961] Edited & designed by Klaus Bloemer & others. Stuttgart, Ger. © 15Nov60; KKFO-25.

BENGTSON, LISSA. ©
Swim, baby. Lissa Bengtson introduces Grandma Water. © 1May62; KK165874.

BEST & CO., INC. ©
Best's thinks that young people are fun, and dressing them even more so. (In New York herald tribune, Mar. 18, 1962, p.5) © 18Mar62; KK164981.
Going our way this spring? It could be a very rewarding way, for this spring our collection is more beautiful, more complete than ever. (In The New York times, Mar. 18, 1962, p.7) © 18Mar62; KK165036.
Little things mean a lot when they come from Best's Lilliputian Bazaar. Organdy 27" christening dress. (In New York herald tribune, Jan. 21, 1962, p.5) © 21Jan62; KK163951.

BETTS, WILLIAM M.
Seefloat floating underwater viewer. © William M. Betts & Reginald C. Requa; 24Apr62; KK165763.

BEVERLEE'S SATIN STAIN, INC. ©
One coat wall stain. One U. S. standard gallon. Appl. authors: Richard Albert Vinckier & Benjamin J. Templeton. © 16Nov61; KK166059.
One coat wall stain. One U. S. standard quart. Appl. authors: Richard Albert Vinckier & Benjamin J. Templeton. © 16Nov61; KK166060.

BIENVENU, JOSEPHINE. SEE Jo-Tom Originals.

BIENVENU, THOMAS F. SEE Jo-Tom Originals.

BIG 4 LUMBER CO. GARDEN DIVISION. ©
Gigantic May daze sale. (In The Cleveland press, May 4, 1962, p.9) © 4May62; KK165903.

BIG TOP GAMES. ©
If you like fun and real fast action, you'll be crazy about Crazy horse, a new challenge for alert minds. © 12May61; KK165082.
Par 73; here it is, a complete 18-hole course in miniature. Putting green inside cover. © 6Nov61; KK165083.

BINNEY & SMITH, INC. ©
Awakening to the wonderful world of color; Crayola crayons, remember? [Boy drawing picture] (In Parents' magazine, Nov. 1961, p.31) Appl. author: Chirurg & Cairns. © 25Oct61; KK164110.
Awakening to the wonderful world of color; Crayola crayons, remember? [Girl drawing picture] (In Parents' magazine, Dec. 1961, p.39) Appl. author: Chirurg & Cairns. © 25Nov61; KK164109.
Fun to make Crayola town. (In Parents' magazine & better homemaking, Apr. 1962, p.11) Appl. author: Chirurg & Cairns, Inc. © 25Mar62; KK165208.

BISCAYNE MANUFACTURING CO., INC. ©
Florida fresh air; orange scented room deodorant. Net contents 4 oz. © 1May62; KK165871.

BLACKER (STANLEY) INC. ©
Batiste is a sport coat that settles lightly for casual occasions. (In Gentleman's quarterly, Apr. 1962, p.5) © 19Mar62; KK166746.
Vignette is a light weight sport coat with a well-tailored look. (In Gentleman's quarterly, Mar. 1962, p.37) © 19Feb62; KK166869.

BLOCK (EDWARD) ENTERPRISES, INC. ©
Hand exerciser, for a vise-like grip. Excellent for athletes, effective in therapeutic treatment. (Form RNE-120) Appl. author: Ralph N. Elamo. © 27Feb61; KK164772.

BLUM (B. G.) ASSOCIATES. ©
Broadloom runner. Tufted on quality jute carpet back. Style: Excelsior. © 15Apr62; KK166750.

BOLENS DIVISION. ©
America's finest outdoor power equipment. © 31Oct61; KK164005.

BOLS (ERVEN LUCAS) DISTILLING CO. ©
Crepe de cacao, a smo-o-o-th surprise in Bols angel's tip cocktail. (In Gourmet, Jan. 1962, p.29) Appl. author: Albert Woodley Co., Inc. © 1Jan62; KK163545.

BORDEN CO. ©
Borden's very big on flavors. Ice cream. (In The Saturday evening post, Apr. 30, 1960, p.115) © 25Apr60; KK165514.

For m-m-marvelous meatless meals, Borden's fine cheeses. Chateau. (In Ladies' home journal, Mar. 1960, p.9) © 24Feb60; KK164765.

Lady Borden, very big on flavor. Lady Broden black raspberry ice cream. (In The Saturday evening post, May 14, 1960, p.121) © 11May60; KK166362.

Milk replacer. Net wt. 25 lbs. © 23Feb62; KK165931.
None Such mince meat, for pies, cookies & cakes. Net weight 9 ounces. © 31Oct61; KK165839.

BOSTON PRINT. CO.
Boston Red Sox; 1962 schedule, home and away. State Street Bank and Trust Company, Boston, Massachusetts. © Nathan R. Krock d.b.a. Boston Print. Co.; 7Mar62; KK165319.
Phillies 1962 schedule. (Philadelphia Phillies) First Pennsylvania Banking & Trust Co. Folder. © Nathan R. Krock d.b.a. Boston Print. Co.; 8Feb62; KK164747.

Pittsburgh Pirates. 1962 schedule; home and away. Dollar Savings Bank. Folder. © Nathan R. Krock d.b.a. Boston Print. Co.; 8Feb62; KK164748.

Rocky Colavito hits a home run at all star game played in Fenway Park, Boston, July 31, 1961; college football games for 1962. Baseball calendar. © Nathan R. Krock d.b.a. Boston Print Co.; 7Mar62; KK165711.

Yankees - Mets; 1962 schedule, home games. The Savings Bank of New London. (New York Yankees and Mets calendar schedule) © Nathan R. Krock d.b.a. Boston Printing Co.; 7Mar62; KK165320.

BOSTON SAFE DEPOSIT & TRUST CO. ©
Administrative trust officer from financial cabinet helps plan family finances. (In The Boston herald, Dec. 12, 1961, p.28) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 12Dec61; KK164224.

Aggressive investors assign portfolio to financial cabinet for productive management. (In Boston traveler, Feb. 19, 1962, p.5) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 19Feb62; KK164879.

Business trip to Far East planned by financial cabinet security analyst. (In Boston traveler, Apr. 2, 1962, p.7) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 2Apr62; KK165362.

Financial cabinet analyst reviews new product plans with corporate management. (In Boston traveler, Mar. 5, 1962, p.5) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 5Mar62; KK164880.

Financial cabinet keeps posted on latest Detroit developments. (In Boston traveler, June 4, 1962, p.9) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 4Jun62; KK166920.

From Back Bay to Beirut, smart people rely upon the financial cabinet. (In Boston herald, Apr. 17, 1962, p.22) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 17Apr62; KK166922.

Gardening is a joy when the financial cabinet looks after one's interests. (In Boston herald, May 15, 1962, p.24) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 15May62; KK166921.

Investment analyst from financial cabinet inspects new product research lab. (In The Boston herald, Jan. 9, 1962, p.20) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 9Jan62; KK164223.

Leading drug company visited by financial cabinet security analyst. (In The Boston herald, Feb. 6, 1962, p.26) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 6Feb62; KK164470.

Lives Far West, travels Near East, places portfolio with financial cabinet. (In Boston herald, Mar. 20, 1962, p.16) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 20Mar62; KK165121.

Research from Boston's financial cabinet midway on midwest mission. (In The Boston herald, Nov. 28, 1961, p.13) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 28Nov61; KK164458.

They've turned family funds over to financial cabinet for full-time supervision. (In Boston herald, May 1, 1962, p.23) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 1May62; KK166923.

Travel is more memorable when financial cabinet looks after your securities. (In The Boston herald, Jan. 23, 1962, p.31) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 23Jan62; KK164222.

BOURBON INSTITUTE. ©
Why is this famous Paris rendezvous called the American Bar? (In Look, Apr. 12, 1960, p.95) Appl. author: McCann-Erickson, Inc. © 29Mar60; KK165881.

BOWMAN APPLE PRODUCTS CO., Inc. ©
PrunApple. Net contents 1 qt. 11q. © 16Mar62; KK165548.

BOYER BROS., INC. ©
Peanut butter cups. 36 pieces. Net wt. 13 oz. Appl. author: Charles E. Akers. © 22Feb62; KK166450.

Peanut butter smoothies. 15 pieces. Net weight 5.2 oz. Appl. author: Charles E. Akers. © 13Feb62; KK166449.

- Petite mallo cups. 15 pieces.
Net weight 5.2 oz. Appl. author:
Charles E. Akers. © 13Feb62;
KK166451.
- Petite mint mallos. 15 pieces. Net
weight 5.2 oz. Appl. author:
Charles E. Akers. © 13Feb62;
KK166448.
- Petite peanut butter cups. 15 pieces.
Net weight 5.2 oz. Appl. author:
Charles E. Akers. © 13Feb62;
KK166447.
- BRADFUTE CORP. ©**
Play My-T-Fine's 1st 4 & 8 game; win
first prize RCA color TV set. 250
prizes in all. Pudding. (In Times
union, Albany, Jan. 18, 1962, p.23)
© 18Jan62; KK164369.
- Quick pics game now worth \$1000.
(In Boston Sunday herald, June 10,
1962, p. 86) © 10Jun62; KK166804.
- Share in over 37 million free Gold
Bond stamps in Colonial's new and
exciting Sandy Saver game. Game
no. one. (In The Atlanta journal,
Oct. 5, 1961, p.6-F--7-F)
© 5Oct61 (in notice: 1960);
KK162081.
- Win cash at Acme. Everyone wins.
Play Cash-o. (In Sunbury daily
item, June 13, 1962, p. 24)
© 13Jun62; KK166805.
- BRADLEY (MILTON) CO. ©**
Airplanes, 1903-1961. For ages 10 to
adult. (American Heritage picture
and history cards, 4244) © 2May61;
KK166081.
- American Heritage Broadside naval
battle game. For ages 10 to adult.
4270. (Command decision series)
© 30Mar62; KK166096.
- American Heritage Broadside naval
battle game. 4270-X. Gameboard.
© 30Mar62; KK166097.
- Automobiles, 1896-1936. For ages 10
to adult. (American Heritage pic-
ture and history cards, 4241)
© 2May61; KK166087.
- Das Barbarspiel. SEE Random House.
- Big-Town games. 5501-X2. © 9Mar62;
KK165727.
- Bullwinkle Hide 'n Seek game. SEE
P. A. T.-Ward Productions, Inc.
- Concentration game. SEE National
Broadcasting Co., Inc.
- Fact finder teaching machine game.
For ages 6 to 14. 4230. © 1Mar62;
KK166086.
- Galileo's Wheel for the Puzzle Master.
For ages 10 to adult. 4217.
© 15Mar62; KK165733.
- Goal. (Sports Arena) 5502-X5.
© 6Feb62; KK165728.
- King Tut's pyramid for the Puzzle
Master. For ages 10 to adult.
4217. © 15Mar62; KK166085.
- Das kluge Telefon. 14.210. Otto
Maier Verlag. Germany. 99 Worte
Selbstunterricht. © 30Mar62;
KK166314.
- Magic Mary, a paper doll to call your
own; dress her, she stands. For
ages 3 to 8. 4010-1. © 1Mar62;
KK166090.
- Magic Mary Ann, a paper doll to call
your own; dress her, she stands.
For ages 3 to 8. 4010-2. © 1Mar62;
KK166089.
- Magic Mary Jane, a paper doll to call
your own; dress her, she stands.
For ages 3 to 8. 4010-3. © 1Mar62;
KK166091.
- Magic Mary Lou, a paper doll to call
your own; dress her, she stands.
For ages 3 to 8. 4010-4. © 1Mar62;
KK166092.
- Make a face. SEE Aladan Enterprises,
Inc.
- Margie, the game of whoopee. SEE
20th Century-Fox Television, Inc.
- Rack-o. For ages 10 to adult. 4615.
NM: "new cover artwork."
© 28Oct61; KK165732.
- Sand trap. (Sports Arena) 5502-X6.
© 6Feb62; KK165729.
- Schlaraffenland. Nr.14209. Game-
board. Otto Maier Verlag. Germany.
© 30Mar62; KK166313.
- Schlaraffenland. 14.209. Otto Maier
Verlag. Germany. © 30Mar62;
KK166312.
- Sports Arena games. Two controls so
two can play. 5502-X2. © 6Feb62;
KK165731.
- Square Mile, land development game.
For ages 12 to adult. 4200.
© 15Mar62; KK166094.
- Square Mile, land development game.
Gameboard. © 15Mar62; KK166095.
- Steady Eddie, a balancing game. For
ages 8 to adult. 4214. © 1Feb62;
KK166088.
- Steamboats, 1788-1957. For ages 10 to
adult. (American Heritage picture
and history cards, 4242) © 2May61;
KK166083.
- Stickler for the Puzzle Master.
For ages 10 to adult. 4969.
© 10Apr61 (in notice: 1962);
KK165734.
- Trains, 1829-1960. For ages 10 to
adult. (American Heritage picture
and history cards, 4243) © 2May61;
KK166082.
- With dual control. (Big Town)
5501-X1. © 9Mar62; KK165730.
- With dual control. (Sports Arena)
5502-X1. © 6Feb62; KK165726.
- BRAS OF HOLLYWOOD.**
Bras of Hollywood. White cotton,
style P-0305. © Bras of Hollywood-
West, Inc. d.b.a. Bras of Hollywood;
2Feb62; KK165480.
- BRAS OF HOLLYWOOD-WEST, INC. SEE** Bras
of Hollywood.
- BRASSEL, RICHARD H. SEE** Cheesehaven.
- BREATH O' LIFE OXYGEN. ©**
This safety seal protection has been
requested by safety engineers.
Appl. author: I. M. Jacobs.
© 22Jan62; KK163937.
- BRECK (JOHN H.) INC. ©**
Beautiful hair; Christmas offer,
purse size hair set mist with Breck
shampoo. Christmas wreath. (In
McCall's, Dec. 1961, p.4 of cover)
© 24Nov61; KK164288.
- Don't worry, dolly, it doesn't sting.
Children shampoo. Eileen McKenna.
(In Parents' magazine, Dec. 1959,
p.3 of cover) © 26Nov59; KK165446.
- Don't worry, mommy, it doesn't sting.
Children shampoo. Cathy Cody.
(In Parents' magazine, June 1959,
p.2 of cover) © 26May59; KK165447.
- Holidays from hair setting; Breckset.
(In The Sunday courier and press,
Feb. 11, 1962, p.10) © 11Feb62;
KK164618.
- BRESLOVE SEPARATOR CO. ©**
Regenerative Fly Ash collector.
Appl. author: Joseph Breslove, Jr.
© 20Dec61; KK163856.
- BRICKMAN, MILTON. SEE** Carl-It-Stik Co.
- BRILL (H. C.) CO., INC. ©**
Sweet 'n sour sauce. Net wt. 12 ozs.
avoir. © 15Dec61; KK166134.
- BROADVIEW BAKING CO. ©**
Finest baked favorite varieties,
home style cookies. Net wt.
1 pound. Appl. author: John Doubek.
© 10Dec61; KK164651.
- BROOKS & SOGHIGAN, INC. ©**
How close is a true value? Curtis
Bros., Washington's largest furni-
ture display. (In The Washington
post & times herald, Nov. 14, 1961)
Appl. author: Ronald J. Brooks.
© Brooks, Soghigan, Inc. (in notice:
Brooks, Soghigan, Inc.); 14Nov61;
KK165082.
- Mr. Harry L. Curtis, president of
Curtis Bros., asks: Who wrote this
letter? (In The Washington post,
Dec. 5, 1961, p.B13) Appl. author:
Ronald J. Brooks. © 5Dec61;
KK164814.
- BROOKS SHOE MANUFACTURING CO., INC. ©**
The new, patented Brooks slide control
bowling shoes. Appl. author: Every-
bodys Pub. Co. © 28Dec61; KK163690.
- One thing in common. Curtis Bros.,
Washington's largest furniture
display. (In The Washington post,
Nov. 28, 1961) Appl. author:
Ronald J. Brooks. © 21Nov61;
KK164815.
- Over 150,000. Curtis Bros., Washing-
ton's largest furniture display.
(In The Washington post, Nov. 21,
1961) Appl. author: Ronald J.
Brooks. © 21Nov61; KK164816.
- BROWN, CHARLES HOMER. ©**
Booster. Net weight: 5 oz.
© 28Dec61; KK163675.
- BROWN (I. EDWARD) INC. ©**
Modern products for maintenance
cleaning. Appl. author: J. L.
Brown. © 5Apr62; KK166475.
- BROWN (JOHN CLARK) INC. ©**
Flex-Blade turner. Kenberry product,
no.165. © 25Jan62; KK164999.
- Kenberry Kook 'n Serve fork.
(Kenberry product, no.170)
© 25Jan62; KK164844.
- Kenberry turkey and roast sling.
(Kenberry product, no.411)
© 25Jan62; KK164845.
- King tongs, for kitchen & barbecue.
Kenberry product, no.187.
© 10Jan62; KK165001.
- BROWN & WILLIAMSON TOBACCO CORP. ©**
Come up to the menthol magic of Kool,
feel new coolness deep in your
throat. (In Louisville times,
Feb. 20, 1962, p.10) Appl. author:
Ted Bates & Co., Inc. © 20Feb62;
KK165633.
- New from Viceroy, flat fifties.
[Gloved hands, box top & box] (In
The New York times, Feb. 20, 1962,
p.2) Appl. author: Ted Bates &
Co., Inc. © 20Feb62; KK165637.
- New from Viceroy, flat fifties.
[Three men & woman] (In The New
York times, Feb. 26, 1962, p.2)
Appl. author: Ted Bates & Co., Inc.
© 26Feb62; KK165636.
- N. Y. Yankee star, Elston Howard,
flashes the sign: Your cigarette's
not tasting cool enough till you
come up to Kool. (In Ebony, May
1962, p.108) Appl. author: Ted
Bates & Co., Inc. © 24Apr62;
KK165855.
- Now in New York, Viceroy's new slide-
top case. (In New York world-tele-
gram and the sun, Feb. 26, 1962,
p.10) Appl. author: Ted Bates &
Co., Inc. © 26Feb62; KK165638.
- Now in New York, Viceroy's new slide-
top case. (In New York world-tele-
gram and the sun, Apr. 9, 1962, p.6)
Appl. author: Ted Bates & Co., Inc.
© 9Apr62; KK166586.
- Now king size Kool comes 2 ways.
(In Boston record American,
Feb. 20, 1962, p.8) Appl. author:
Ted Bates & Co., Inc. © 20Feb62;
KK165634.
- BROWN-FORMAN DISTILLERS CORP. ©**
Balance is important. Early Times
Kentucky straight bourbon whisky.
(In Beverage bulletin, Las Vegas
ed., May 1962, p.15) Appl. author:
Erwin Wasey Ruthrauff & Ryan, Inc.
© 7May62; KK166430.
- Bright new holiday gift packaging
from famous Old Forester. (In
Beverage register, Nov. 1, 1961,
p.15) Appl. author: Erwin Wasey
Ruthrauff & Ryan, Inc. © 1Nov61;
KK165344.
- Deep, mellow flavor fulfills this
label's promise: Nothing better.
[Two bottles] (In Newark evening
news, Feb. 23, 1962, p.24) Appl.
author: Erwin Ruthrauff & Ryan, Inc.
© 23Feb62; KK166437.

BROWN-FORMAN DISTILLERS CORP.-Con.

Deep mellow flavor fulfills this label's promise: There is nothing better in the market. [Bottle pouring into glass & glass] (In Look, Apr. 10, 1962, p.49) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 27Mar62; KK166438.

The elegant, the mellow, the light, the smooth. Old Forester. (In Southern beverage journal, Oct. 1961, p.12-13) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10Oct61; KK165343.

Famous flavor, superbly packaged; give Old Forester three wonderful ways. (In The Wall Street journal, midwest ed., Nov. 3, 1961, p.4) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3Nov61; KK164347.

Give Old Forester three wonderful ways. (In The Commercial appeal, Memphis, Nov. 21, 1961, p.18) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 21Nov61; KK165345.

Give Old Forester, three wonderful ways. (In The Washington daily news, Nov. 1, 1961, p.56) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Nov61; KK164348.

Like it light? Try the light hearted 86 proof version of the famous Old Forester flavor. (In Detroit free press, Oct. 18, 1961, p.35) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 18Oct61; KK164349.

The most treasured gift of all. This is personalized Old Forester with individual imprint on label. Code 901-B. (In The Cleveland press, Nov. 9, 1961, p.H-2) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 9Nov61; KK164343.

90 proof King, the blended whisky with the king sized flavor. (In Cleveland plain dealer, Oct. 7, 1961, p.31) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 7Oct61; KK165341.

Now Old Forester at 86 proof, too. (In Liquor store, Feb. 1962, p.24) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Feb62; KK165346.

Old Forester. The unmistakable flavor fulfills the label's promise. [Two bottles] (In The Washington daily news, Jan. 10, 1962, p.58) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10Jan62; KK164345.

100 proof bottled in bond, Old Forester, Kentucky straight bourbon whisky. (In Richmond news leader, Dec. 1, 1961, p.27) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Dec61; KK165340.

Our label's promise: There is nothing better in the market. Old Forester. [Label & 2 bottles] (In The Commercial appeal, Memphis, Nov. 8, 1961, p.20) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 8Nov61; KK165342.

Three wonderful ways to give Old Forester. (In U. S. news & world report, Nov. 6, 1961, p.3 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 30Oct61; KK164346.

Traditional Derby favorite. Thrill to the chill of a mint julep. (In Courier-Journal, Louisville, May 5, 1962, p.15) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5May62; KK166436.

The unmistakable flavor fulfills the label's promise. Old Forester Kentucky straight bourgon whiskey. [Cocktails & an orchid] (In Look, Jan. 30, 1962, p.58) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 16Jan62; KK164344.

BROWN SHOE CO. ©

Brownstudy. The discount situation. vol.1, no.12. Appl. author: Leo Burnett Co., Inc. © 13Apr62; KK165884.

Don't let your shoes tell a hard-luck story. Roblee. (In Esquire, Apr. 1962, p.39) Appl. author: Leo Burnett Co., Inc. © 15Mar62; KK165354.

Don't run your job down with rundown shoes. Roblee. (In Esquire, May 1962, p.51) Appl. author: Leo Burnett Co., Inc. © 17Apr62; KK165908.

Some men take the casual look too literally. Roblee. (In Life, May 4, 1962, p.28) Appl. author: Leo Burnett Co., Inc. © 2May62; KK166410.

Your feet, too, should travel first class. Roblee. (In Time, Mar. 2, 1962, p.1) Appl. author: Leo Burnett Co., Inc. © 27Feb62; KK164802.

BROWNBERRY OVENS, INC. ©

Catherine Clark's brown and serve 4 French enriched rolls. Appl. author: James Van Elmeren. © 1Sep61; KK164555.

BRUNSWICK CORP. ZEBCO DIVISION. ©

World's leader in reels; Zebco, famous for bull's-eye casting with never a backlash. (In Life, May 18, 1962, p.80) © 18May62; KK166494.

BRUNSWICK SPORTS. ©

Coming to you for '62: MacGregor; Tourney woods and irons with the built-in stroke of genius. (In Professional golfer, Nov. 1961, p.9) Appl. author: Roche, Rickerd & Cleary, Inc. © 1Nov61; KK163611.

BRUSSE, MARTIN.

Better health through dentistry. SEE Rocky Mountain Metal Products Co.

A profile of dental progress. SEE Rocky Mountain Metal Products Co.

BUCH RECORDS, INC. ©

As I was saying, Pennsylvania Dutch humor by Professor Herman F. Schnitzel. BR 2. Appl. author: D. Robert Buch. © 29Mar62; KK165546.

BULLARD (E. D.) CO. ©

Better buy Bullard. It's kit inspection time. © 5Dec61; KK164230.

Bullard gives you C. I. T., controlled impact transmission, safer hats & caps for electrical workers. © 2Mar62; KK166351.

Compacts, the new word for first aid kits; streamlined for efficiency and easier handling. NM: "revision, with additional textual material". © 5Dec61; KK164231.

First aid Rx burns: ABT aerosol spray. Neutralize, for acid and alkali burns. © 5Dec61; KK164228.

It's new, the multi-purpose Hel/Cap. © 5Dec61; KK164229.

It's new, the multipurpose Hel/cap, the cap that gives helmet protection. © 5Dec61; KK164462.

Newest idea in head protection, Bullard multi-purpose Hel/Cap. © 23Apr62; KK165888.

No hurt, no lumps from minor bumps. Bullard-designed for men who work in close quarters: new feather-weight bump cap. © 5Dec61; KK164227.

Take a good look, and buy the Bullard hook. © 5Dec61; KK164225.

Take Imunoak now and enjoy a summer free of poison oak. © 16Apr62; KK165789.

Wear it right, be alive tonight. Hard hats save lives when worn right. © 16Apr62; KK165788.

Your chances for immunity to poison ivy-oak-sumac are better than 8 to 1, with Imunivoy or Imunoak. © 5Dec61; KK164226.

BULOVA WATCH CO., INC. ©

Christmas comes but once a year. Surf King. (In Look, Dec. 19, 1961, p.104-105) © 5Dec61; KK164021.

Give Bulova for Christmas. Goddess of Time. (In Ebony, Dec. 1959, p.26-27) © 18Nov59; KK163998.

Have you heard the new sound of accuracy? It's the hushed hum of Accutron. (In Fortune, Oct. 1961, p.98) © 26Sep61; KK165056.

Have you heard the new sound of accuracy? Listen, it's the hushed hum of Accutron. (In U.S. news & world report, Apr. 16, 1962, p.3) © 9Apr62; KK165575.

The new Diamond Dream, by Bulova. (In Life, Nov. 17, 1961, p.87) © 15Nov61; KK164022.

New, Jet Clipper by Bulova. (In Life, Apr. 20, 1962, p.56) © 18Apr62; KK166058.

Only a few women in your city will be lucky and loved enough to get one of these framed in gold, diamond encrusted watches. (In Look, Dec. 8, 1959, p.100) © 1Dec59; KK164489.

Say happy birthday with Bulova, the gift quality watch. Diamond dream. (In Life, May 4, 1962, p.114) © 2May62; KK166334.

BURLINGTON HOSIERY CO. ©

Cling, absolute cling ... Bur-Mil Cameo Shapemaker stretch stockings. (In McCall's, Feb. 1962, p.57) Appl. author: Donahue & Coe, Inc. © 20Jan62; KK164115.

Softness that steals its charm from the flattery of candlelight. Bur-Mil Cameo just fabulous sheer dress stockings. (In McCall's, Mar. 1962, p.E2) Appl. author: Donahue & Coe, Inc. © 20Feb62; KK165371.

BURLINGTON INDUSTRIES. SEE Burlington Hosiery Co.

BUSSARD, DAVID D. SEE Bussard (R. D.) & Son.

BUSSARD, R. D. SEE Bussard (R. D.) & Son.

BUSSARD (R. D.) & SON.

Pants pocketing. One 10-yard spool canvas twill. © R. D. Bussard & David D. Bussard d.b.a. R. D. Bussard & Son; 19Dec61; KK164434.

BUSTER BROWN TEXTILES, INC. ©

The knitwear parade is going to town from toe to crown, in Buster Brown style catalogue. Appl. author: Arndt Preston Chapin Lamb & Keen, Inc. © 28Dec61; KK165072.

BUXTON, INC. ©

I couldn't find a thing until this case unscrambled my life. Jewel case by Lady Buxton. (In Ladies' home journal, Dec. 1961, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 20Nov61; KK163916.

Interior decoration for a new fall bag: scallops. The Scallop set. (In Ladies' home journal, Nov. 1961, p.109) Appl. author: Doyle Dane Bernbach, Inc. © 20Oct61; KK163535.

Makes you wish you had more doors to open. Every lock is a chance to show off your new Key-Tainer. (In Life, Oct. 20, 1961, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 19Oct61; KK165917.

Open it, it's a new kind of billfold; pull the tab, for an indexed view; and flip, to see 8 more cards. The Organizer by Lord Buxton. (In Life, Nov. 10, 1961, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 9Nov61; KK163532.

Scallops R in season. Lady Buxton. (In Luggage & leather goods, 1961-62 directory issue, cover) Appl. author: Doyle Dane Bernbach, Inc. © 10Jul61; KK164672.

Scallops R in season. Lady Buxton. (In McCall's, May 1961, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 18Apr61; KK164673.

Separate checks, please. Checkfold by Lady Buxton. (In Seventeen, May 1960, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 28Apr60; KK164671.

Small, medium, large, they're all this thin. Thin Key-Tainer by Buxton. (In Life, Apr. 4, 1960, p.58) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar60 (in notice: 1959); KK164676.

This is a touching story. The Regal set by Lady Buxton. (In McCall's, Dec. 1961, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 24Nov61; KK163919.

Transplanted from a tropical isle, Tropicana by Lady Buxton. (In Life, Dec. 7, 1959, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 3Dec59; KK163941.

Which way are they going. Jet trail set by Lady Buxton. (In Seventeen, Feb. 1962, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 1Feb62; KK164675.

Who picked the daisies? The Petite Fleur set by Lady Buxton. (In McCall's, Nov. 1961, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 24Oct61; KK165916.

You set the time. Pearllette by Lady Buxton. (In Ladies' home journal, Dec. 1961, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 20Nov61; KK163917.

C

C. E. CO. SEE Commonwealth Edison Co.

C. F. M. SEE Mueller (C. F.) Co.

C-K PRODUCTS, INC. ©

New, Tenn spray meat tenderizer. Contents: 4 fluid oz. © 5May61; KK163610.

CAKE, ANDREW R. ©

Big dot. Garment bag. © 30Sep60; KK166231.

Carriage trade. Garment bag.

© 30Sep60; KK166232.

Saw-tooth. Garment bag. © 30Sep60; KK166234.

Solid diamond. Garment bag. © 29Aug60; KK166236.

2 color pin stripe. Garment bag. © 28Sep60; KK166322.

225 diagonal stripe. Garment bag. © 7Sep60; KK166235.

CAL-DAK CO.

Bed tray. Item no.1910. Hang tag. Appl. author: Zepha Bogert.

© Cal-Dak a.a.d.o. Cal-Dak Co.; 5Feb62; KK164334.

Dealer price list. Effective June 1, 1962. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 9May62; KK166038.

Dryer caddy. Item no.1656. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Feb62; KK164333.

New, versatile laundry accessory from Cal-Dak; Dryer Caddy. Item no.1656. Catalog sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 12Mar62; KK165782.

Space-saver; wall-mount swivel hose reel. Catalog sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. The Cal-Dak Co.; 5Jan62; KK163791.

Tempo fiber glass roll-a-tray set. Item no.1228. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Jun62; KK166943.

CALIFORNIA & HAWAIIAN SUGAR REFINING CORP., LTD. ©

C and H Magic frosting sugar, pure cane. 13 oz. net wt. Appl. author: William G. Watt. © 11Oct61; KK163557.

CALVERT DISTILLERS CO. ©

Calvert has more power to please; Calvert brings a party to life. The rare whiskey only the hand of skill can blend. (In Life, Jan. 18, 1960) © 13Jan60; KK164831.

Calvert has more power to please; midnight, gaiety is at its height. The rare whiskey only the hand of skill can blend. (In Life, Jan. 25, 1960) © 20Jan60; KK164832.

Calvert has more power to please. Sprightly company, a piano's happy rhythms. Calvert Reserve. (In Life, Feb. 15, 1960) © 10Feb60; KK165085.

CAMEO-PARKWAY RECORDS, INC. ©

4 channels on 35 millimeter film. Soul of Italy. © 20Mar62; KK165210.

CAMPBELL SOUP CO. ©

Campbell's announces new Red Kettle soup mixes. (In Food trade news, Philadelphia, Nov. 15, 1961, p.3) Appl. author: Leo Burnett Co., Inc. © 15Nov61; KK164787.

Free, from me: We'll pay for your first 2-can carton, we're so sure you'll want more. New Red Kettle soup mixes from Campbell's. (In The Scranton times, Nov. 30, 1961, p.28) Appl. author: Leo Burnett Co., Inc. © 30Nov61; KK164788.

New Red Kettle beef noodle soup mix from Campbell's. (In Today (Philadelphia inquirer) Dec. 10, 1961, p.11) Appl. author: Leo Burnett Co., Inc. © 10Dec61; KK164789.

New Red Kettle chicken noodle soup mix from Campbell's. (In Philadelphia inquirer, Jan. 7, 1962) Appl. author: Leo Burnett Co., Inc. © 7Jan62; KK164790.

New Red Kettle soup mixes from Campbell's. (In The Evening bulletin, Philadelphia, Nov. 29, 1961, p.56) Appl. author: Leo Burnett Co., Inc. © 29Nov61; KK164786.

CANDY DIVISION, LEHCO PRODUCTS. SEE Lehco Products. Candy Division.

CANTICLE PRODUCTIONS. ©

Noel. Harpist, Laura Marriott. Record jacket. Appl. author: Mary Jane Becker. © 1Dec61; KK163549.

CAPITAL CITIES BROADCASTING CORP. SEE WPAT, Radio Station.

CAPRICE CO.

Your Caprice ringlet, versatile 3 in one fur accessory. © Sonia Warshafsky d.b.a. Caprice Co.; 6Sep61; KK165542.

CARBOLINEUM WOOD PRESERVING CO. ©

Save your citrus trees. Appl. author: Gilbert McConnell. © 30Mar62; KK165483.

CAREY SALT CO. ©

Cooking out is more fun with Carey Handi-Shake. (In Ladies' Home Journal, Jun. 1962, p. R1) © 29May62; KK166763.

CARI-IT-STIK CO.

Shu-Hues; only takes seconds to change the style and color motif of your shoes to match any outfit. 6 fashion-right colors; 6 high-style designs. © Milton Brickman d.b.a. Cari-It-Stik Co.; 20Mar62; KK165019.

CARNATION CO. ©

Best milk to start on, best milk to stay on. Evaporated milk. (In Life, Feb. 9, 1962, p.71) Appl. author: A. Culver Boyd, Jr. © 9Feb62; KK164751.

CARON CORP.

Refresh lavishly with eaux de toilette Caron. (In Harper's bazaar, Feb. 1962, p.151) © Caron a.a.d.o. Caron Corp.; 30Jan62; KK164634.

CARTER PRODUCTS, INC. ©

Tired? Worn out? Run down? Build up blood hemoglobin to build up your strength. (In Little Rock democrat, Apr. 16, 1962, p.11) Appl. author: Ted Bates & Co., Inc. © 16Apr62; KK165854.

CARVE-IT KITS. ©

The story of the thunder totem or thunderbird totem. Appl. author: Ray Jensen. © 26Dec61; KK164752.

CASSIDY, M. FRANCES. ©

Turn-N-Tell calendar. © 15Jan62; KK164446.

CASSIDY, VINCENT J. ©

Travalet. This is a combination portable valet. © 2Jan62; KK163866.

CATERPILLAR TRACTOR CO. ©

Cat parts quality. Engine parts. © 8Feb62 (in notice: 1961); KK166842.

Cat parts quality; engine parts. Are fan belts all alike? No, they are not. (Form 717-31311-94) © 26Jan62; KK165314.

Cat parts quality. Pistons, rings, pins and liners. © 27Apr62; KK166841.

Cat parts quality. Track groups. © 27Apr62; KK166840.

Caterpillar Qualitätsteile. Motor-teile. (Cat parts quality) © 4May62; KK166838.

Cut hose replacement down time and costs. New cat reusable fittings. © 23Apr62; KK166839.

New, reusable hydraulic hose fittings. © 8Feb62; KK166209.

A new weapon against an old enemy. Caterpillar sealed track for D9, D8 & D7 tractors. © 20Apr62; KK166721.

Now's a good time for custom track service. © 11Jan62 (in notice: 1961); KK163881.

Qualite des pieces cat. Pieces de moteur. (Cat parts quality) © 3May62; KK166836.

Repuestos de calidad cat. Piezas de motor. (Cat parts quality) © 2May62; KK166837.

CAZLE ENTERPRISES.

Win \$50.00 cash, find the missing part of this Cazle. (In Rome news-tribune, Apr. 1, 1962, p.7) © George Mike Saade d.b.a. Cazle Enterprises; 1Apr62; KK166317.

CHAN, STEVE.

Growth, the phenomenal progress of the natural gas industry. SEE Texas Gas Transmission Corp.

CHANEL, INC. ©

Chanel advertises to millions on television, on radio. Chanel, the most treasured name in perfume. No.5. (In Beauty fashion, Nov. 1961, p.57) Appl. author: Norman, Craig & Kummel, Inc. © 10Nov61; KK164521.

Chanel means business, all year round. Chanel, the most treasured name in perfume. No.5. (In Beauty fashion, Jan. 1962, p.40-41) Appl. author: Norman, Craig & Kummel, Inc. © 10Jan62; KK164732.

Chanel no.5 for her and your Christmas stocking. (In Beauty fashion, Sept. 1961, p.80-81) Appl. author: Norman, Craig & Kummel, Inc. © 10Sep61; KK164523.

The Christmas classics. Chanel, the most treasured name in perfume. No.5. (In Beauty fashion, Oct. 1961, p.50-51) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct61; KK164522.

Every woman alive loves Chanel No.5. (In Glamour, Oct. 1961, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 22Sep61; KK164755.

Every woman alive loves Chanel no.5. (In Glamour, Nov. 1961, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 22Oct61; KK164504.

CHANEL, INC.-Con.

Every woman alive wants Chanel no.5. Spray cologne & perfume set. (In Playboy, Nov. 1961, p.1) Appl. author: Norman, Craig & Kummel, Inc. © 19Oct61; KK165127.

If your heart takes wings when the telephone rings, you're ready for Chanel. Chanel no.5 perfume. (In Seventeen, May 1962, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 1May62; KK166953.

A man's gift, a gentleman's cologne by Chanel. (In Beauty fashion, May 1962, p.58-59) Appl. author: Norman, Craig & Kummel, Inc. © 10May62; KK166958.

New, No.5 spray perfume. (In Vogue, Oct. 1961, p.35) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct61; KK164756.

New, no.5 spray perfume; new, no.5 spray cologne. (In Holiday, Nov. 1961, p.158-159) Appl. author: Norman, Craig & Kummel, Inc. © 15Oct61; KK164513.

News from Chanel. No.5 spray cologne and bath powder. (In Beauty fashion, Apr. 1962, p.58-59) Appl. author: Norman, Craig & Kummel, Inc. © 10Apr62; KK166959.

Summer classics. 7,475,800 potential customers will see this advertisement. Are you ready for them? Chanel no.5 talc. (In Beauty fashion, June 1962, p.96-97) Appl. author: Norman, Craig & Kummel, Inc. © 10Jun62; KK166957.

When even the stars seem to fall for you, you're ready for Chanel. Chanel no.5 perfume. (In Seventeen, July 1962, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul62; KK166954.

When he knows what you want without even hinting, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Dec. 1961, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 1Dec61; KK164524.

When he seems to solve all your problems, you're ready for Chanel, the most treasured name in perfume. (In Seventeen, Sept. 1961) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep61; KK164511.

When it's half past midnight and you're still Cinderella, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Oct. 1961) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct61; KK164502.

When the movie ends with a happy beginning, you're ready for Chanel. Chanel no.5 perfume. (In Seventeen, Jan. 1962, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 1Jan62; KK166956.

When to honor and obey is but a heartbeat away, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Nov. 1961) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov61; KK164503.

When you get the feeling you're falling, you're ready for Chanel. Chanel no.5 perfume. (In Seventeen, June 1962, p.10) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun62; KK166955.

When you know who's calling before you answer, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Aug. 1961) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug61; KK164512.

CHARTER HOUSE MANUFACTURING CO., INC.

Roy the Froy, the Freudian fur-ball. Some unimagined practical people use Roy as a pin cushion. Appl. author: Kenneth Kraus. © Charter House, a.a.d.o. Charter House Mfg. Co., Inc.; 1Sep61; KK164066.

CHEESEHAVEN.

Pure horseradish. 16 fl. oz. © Richard H. Brassel d.b.a. Cheesehaven; 15May62; KK166363.

CHEMEX CORP. ©

Coffeemaker. Prospectus. By Peter Schlumbohm. © 2Apr62; KK165318.

Dr. Peter Schlumbohm: Chemex common market, person to person export. © 22May62; KK166356.

Newsletter no.24. Appl. author: Peter Schlumbohm. © 12Jan62; KK163954.

Newsletter no.25. By Peter Schlumbohm. © 1Feb62; KK164339.

Newsletter no.26. Appl. author: Peter Schlumbohm. © 3Apr62; KK165317.

2-quart electric kettle. Prospectus. By Peter Schlumbohm. © 13Jan62; KK163953.

CHESEBROUGH-POND'S, INC. ©

Sent for yours yet? You'll be mad about Pond's beauty-full bag filled with 8 full size beauty products. Pond's Skin Fresh. (In Seventeen, Aug. 1961, p.122) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug61; KK164508.

Young hands are happy hands; lovely to look at. Angel Skin, the young hand lotion by Pond's. (In Dell modern group, Oct. 1961, p.1) Appl. author: Norman, Craig & Kummel, Inc. © 5Sep61; KK164731.

Young hands are happy hands; lovely to look at. Angel Skin, the young hand lotion by Pond's. (In Dell modern group, Nov. 1961, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 5Oct61; KK164730.

CHIC-E PET FOOD, INC.

All chicken pet dinner. Net weight 6 oz. © Chic-E, Inc. also d.b.a. Chic-E Pet Food, Inc.; 31Dec59; KK163692.

CHICO TOYS CO. ©

Super Chico tournament tops. Style no.770. Appl. author: Joseph T. Radovan. © 17Aug61; KK163541.

CHRIS-CRAFT CORP. ©

Great new 1960 sports boats from Chris-Craft. Sportiest boats afloat. 24-ft. Sportsman. (In Lakeland boating, Apr. 1960, p.4 of cover) © 1Apr60; KK166850.

1960 Chris-Craft: dashing new 21-ft. Continental, the most glamorous sports boat ever built. (In Newsweek, Feb. 8, 1960, p.61) © 3Feb60; KK165026.

Thrillingly new and low-priced, too. Command this luxurious new 1960 Chris-Craft Cavalier, 25 ft. custom cruiser. (In Field & stream, Feb. 1960, p.75) © 24Jan60; KK164417.

CHRISTIENSEN (C. M.) CO. ©

Delivered this morning, housewarming day after tomorrow; it's a fact with G. M. C. Co. Flexiplan homes. Brochure. Appl. author: Cramer-Krasselt Co. © 25Apr62; KK165869.

CHUN KING CORP. ©

Beef chop suey. Net weight 1 lb. © 7May62; KK166045.

Chicken chow mein, without noodles. Net weight 1 lb. © 16Jan62; KK164245.

Chop suey vegetables. Net weight 1 lb. © 6Feb62; KK164637.

Chow mein noodles. Net weight 5 ozs. © 20Jan62; KK164993.

Chow mein noodles. Net weight 3 ozs. © 20Jan62; KK164992.

Chow mein noodles. Special offer: giant mums. Net weight 5 ozs. © 20Jan62; KK164991.

Meatless chow mein, without noodles. Net weight 1 lb. © 20Jan62; KK164244.

Subgum chicken chow mein with mushrooms, without noodles. Net weight 1 lb. © 27Apr62; KK166046.

Tea; jasmine blend. 20 bags. Net weight 1 3/5 ozs. © 4May62; KK166047.

Vegetable chow mein without noodles. Net weight 1 lb. © 2May62; KK166044.

CHURCH & DWIGHT CO., INC. ©

Arm & Hammer borax. Net weight: 3 lb. 7 oz. © 22Jan62; KK164070.

Borax is back. Arm & Hammer borax. (In The New Haven register, Mar. 22, 1962, p.32) Appl. author: Charles W. Hoyt Co., Inc. © 22Mar62; KK165328.

Look, borax is back. Arm & Hammer borax. (In The New Haven register, Mar. 8, 1962, p.35) Appl. author: Charles W. Hoyt Co., Inc. © 8Mar62; KK165329.

Look what's new from Arm & Hammer. Borax. (In Grocers' spotlight, Apr. 2, 1962, p.13) Appl. author: Charles W. Hoyt Co., Inc. © 2Apr62; KK16498.

Looking for sodium bicarbonate? (In American miller & processor, Apr. 1962, p.35) Appl. author: Charles W. Hoyt Co., Inc. © 20Mar62; KK165833.

Now you can have cleaner, brighter laundry, yet save money on every washer load, and that's only the beginning. Arm & Hammer sal soda. (In Newsday, May 3, 1962, p.73) Appl. author: Ross Roy-B.S.F. & D., Inc. © 3May62; KK166136.

She'll use soda, 1/2 lb. daily. Arm & Hammer. (In Chain store age, May 1962, p.218-219) Appl. author: Charles W. Hoyt Co., Inc. © 20Apr62; KK165979.

So packed with cleaning magic, it saves up to 6 times its cost. Arm & Hammer washing soda. (In The Evening sun, Baltimore, Apr. 19, 1962, p.E12) Appl. author: Ross Roy-B.S.F. & D., Inc. © 19Apr62; KK165678.

Wilted? Step into a fresh-up soda bath. Arm & Hammer soda bicarbonate. (In McCall's, July 1962, p.43) Appl. author: Charles W. Hoyt Co., Inc. © 22May62; KK166972.

CINCINNATI MILLING MACHINE CO. ©

Universal milling attachment. (Publication no.M-2326) © 10Apr62; KK165807.

CLAFF (M. B.) & SONS, INC. ©

Crown work shoes. © 11Apr62; KK166137.

Jack in the box, fine shoes for youngsters. SEE Freiria, A. Civitanes.

Roger Maris, Mickey Mantle. Champion-approved canvas athletic footwear. Shoe carton. © 5Feb62; KK164374.

CLAIROL, INC. ©

And now from Clairol research, great new beauty prescription for troubled hair. Condition. (In The Providence Sunday Journal, Apr. 29, 1962, p.W-11) Appl. author: Foote, Cone & Belding. © 29Apr62; KK166549.

April 6th, tune in on The vanishing 400. (In National beauty school journal and beauty school management, Apr. 1962, p.2 of cover & 3) Appl. author: Foote, Cone & Belding. © 1Apr62; KK165675.

Are you just a hair shade away from looking younger, prettier? (In Reader's digest, Mar. 1962, p.16-17) Appl. author: Foote, Cone & Belding. © 21Feb62; KK165092.

Are you just a hair shade away from looking younger, prettier? Free haircoloring. Miss Clairol Hair Color Bath. (In The Summit herald, Feb. 1, 1962, p.5) Appl. author: Foote, Cone & Belding. © 1Feb62; KK165266.

Clairol Creme Toner serves up 4 new champagnes; the Champagne Blondes, vintage '62. (In American hairdresser, May 1962, p.18-20) Appl. author: Doyle Dane Bernbach, Inc. © 25Apr62; KK166012.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Hairpulling scene] Car card. Appl. author: Foote, Cone & Belding. © 12May62; KK166541.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Hair pulling scene] Outdoor bulletin. Appl. author: Foote, Cone & Belding. © 5Jan62; KK164854.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Little boy whispering in woman's ear] (In This week magazine, Apr. 1, 1962, p.10) Appl. author: Foote, Cone & Belding. © 1Apr62; KK165672.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Little girl & woman smelling blossoms] Outdoor bulletin. Appl. author: Foote, Cone & Belding. © 20Feb62; KK165843.

Does she, or doesn't she? Miss Clairol Hair Color Bath. Mother & baby. Outdoor bulletin. Appl. author: Foote, Cone & Belding. © 15Jan62; KK164853.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Mother bending over baby in bassinet] Car card. Appl. author: Foote, Cone & Belding. © 16Jan62; KK165942.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman holding child looking through binoculars] (In Life, May 4, 1962, p.26) Appl. author: Foote, Cone & Belding. © 30Apr62; KK166547.

Does she, or doesn't she? Miss Clairol hair color bath. [Woman holding paint brush in teeth, child on shoulder] Appl. author: Foote, Cone & Belding. © 20Dec61; KK164709.

Does she or doesn't she? New Flaxen Blonde inspires the natural look for '62. (In Harper's bazaar, Jan. 1962, p.22-23) Appl. author: Foote, Cone & Belding. © 1Jan62; KK165096.

Does she or doesn't she? New Flaxen Blonde inspires the natural look for '62. Fabulous fashion tie-in with new Flaxen Blonde in January Harper's bazaar. (In American hairdresser, Jan. 1962, p.8-9) Appl. author: Foote, Cone & Belding. © 20Dec61; KK164184.

Exciting Clairol discovery for hair untouched by gray. Showers your hair with sparkling lights. Sparkling Color hair color lotion. © 15Dec61; KK166791.

Exciting hair color discovery showers your hair with sparkling lights. Sparkling Color hair color lotion. (In The Providence Sunday Journal, Feb. 4, 1962, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 4Feb62; KK164545.

The fine understanding ... keeps our instructors well versed in the latest haircoloring methods, says Mr. R. G. Leon. [Endorsed by Lorraine Corea] (In National beauty school journal and beauty school management, Jan. 1962, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Jan62; KK164050.

First time ever, an hour-long television spectacular presented on behalf of the beauty salons of America, by Clairol, of course. Women in mirror. (In National beauty school journal & beauty school management, Feb. 1962, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Feb62; KK165093.

A great new beauty prescription for troubled hair, Condition from Clairol research. © 15Apr62; KK166719.

Here it is, the glamorous new Miss Clairol shade Flaxen Blonde, the lightest, drabest shade ever possible in one-step haircoloring. © 15Aug61; KK166688.

Here's how creative hairdressers are finding new uses and new profits with the new Miss Clairol color, no.30 Flaxen Blonde. (In Modern beauty shop, Mar. 1962, p.28-29) Appl. author: Foote, Cone & Belding. © 25Feb62; KK165262.

Is it true, blondes have more fun? Lady Clairol creme hair lightener. [Couple outside of theatre] (In Look, Jan. 16, 1962, p.42) Appl. author: Foote, Cone & Belding. © 2Jan62; KK164282.

Is it true, blondes have more fun? Lady Clairol creme hair lightener. [Man holding finger of woman's gloved hand] (In Modern screen, May 1962, p.4 of cover) Appl. author: Foote, Cone & Belding. © 5Apr62; KK165938.

Leading beauty schools agree: where results count, you can count on Clairol. [Endorsed by Helen Merna, director, John Williams Beauty School] (In National beauty school journal and beauty school management, Mar. 1962, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Mar62; KK165263.

New, striking new package for America's no.1 rinse for beautiful gray hair. Come Alive Gray. (In Drug topics, June 19, 1961, p.38) Appl. author: Foote, Cone & Belding. © 19Jun61; KK164177.

Only your hairdresser knows for sure. Miss Clairol Moongold. [Heads of 5 women] (In American hairdresser, Feb. 1962, p.41-42) Appl. author: Foote, Cone & Belding. © 20Jan62; KK164317.

Sparkling Color hair color lotion. Contents 6 fl. oz. © 15Dec61; KK166099.

This internationally famous hairdresser tells why you should use a special shampoo if you color or lighten your hair. [Endorsed by George Masters] (In Buffalo courier-express, Jan. 7, 1962, p.21) Appl. author: Foote, Cone & Belding. © 7Jan62; KK164311.

This internationally famous hairdresser tells why you should use a special shampoo if you color or lighten your hair. The Mr. Kenneth of New York. (In Life, Dec. 8, 1961, p.1) Appl. author: Foote, Cone & Belding. © 6Dec61; KK164174.

This world famous hairdresser tells you why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by George Masters] (In Life, Apr. 13, 1962, p.1) Appl. author: Foote, Cone & Belding. © 11Apr62; KK165933.

This world famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by Mr. Kenneth] (In Life, May 11, 1962, p.1) Appl. author: Foote, Cone & Belding. © 7May62; KK166546.

We use Clairol in our hair color training programs ... says Jean Page. Hairdresser & customer. [Endorsed by Reapha Silvestri] (In National beauty school journal and beauty school management, May 1962, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1May62 (in notice: 1961); KK166543.

What have you done for yourself lately to build up your bank balance? Miss Clairol Hair Color Bath. [Coins & bank book. Endorsed by

John Garrison] (In American hairdresser, May 1962, p.13-15) Appl. author: Foote, Cone & Belding. © 20Apr62; KK166540.

Your preview from March Reader's digest. Are you just a hair shade away from looking younger, prettier? (In Modern beauty shop, Feb. 25, 1962, p.4-5) Appl. author: Foote, Cone & Belding. © 25Feb62; KK165095.

CLARISE SPORTSWEAR CO., INC. © Car coats by Clarise. © 1May62; KK165945.

CLARK BROS. CO.

New Clark modular system takes big bite out of compression costs. (In The Oil and gas journal, Nov. 27, 1961, p.14-15) © Clark Bros. Co., division of Dresser Industries, Inc.; 27Nov61; KK164250.

CLEEK, CHARLES L. ©

Count Down missile and launcher; delayed action missile. © 10Nov61; KK163509.

Turboprop air speed indicator; registers speed accurately in miles per hour. © Charles Cleek; 1Nov61; KK163510.

CLEO WRAP CORP. ©

Holiday card holder. Foil 90 inches long, total; 26 inches wide. (Cleo originals) Appl. author: Edward Gould. © 2Mar62; KK166337.

Holiday mail box. 540 inches long, total; 26 inches wide. Appl. author: Edward Gould. © 2Mar62; KK166339.

Santa door decoration. Life size, plus 2 companion window cutouts. Appl. author: W. Fraser Malcolm, Jr. © 16May62; KK166336.

Santa's mail bag. (Santa mail box) 180 inches long, total; 26 inches wide. (Cleo originals) Appl. author: Edward Gould. © 2Mar62; KK166338.

CLEVELAND COCA-COLA BOTTLING CO. ©

Coca-Cola presents the history of bowling, 40. (In The Cleveland kegler, Jan. 3, 1962, p.5) Appl. author: Charles M. Schloss. © 3Jan62; KK163702.

Coca-Cola presents the history of bowling, 41. (In The Cleveland kegler, Jan. 16, 1962, p.5) Appl. author: Charles M. Schloss. © 16Jan62; KK164420.

Coca-Cola presents the history of bowling, 42. (In The Cleveland kegler, Jan. 30, 1962, p.5) Appl. author: Charles M. Schloss. © 30Jan62; KK164419.

Coca-Cola presents the history of bowling, 43. (In The Cleveland kegler, Feb. 13, 1962, p.5) Appl. author: Charles M. Schloss. © 13Feb62; KK164551.

Coca-Cola presents the history of bowling, 44. (In The Cleveland kegler, Feb. 27, 1962, p.5) Appl. author: Charles M. Schloss. © 27Feb62; KK164667.

Coca-Cola presents the history of bowling, 45. (In The Cleveland kegler, Mar. 13, 1962, p.5) Appl. author: Charles M. Schloss. © 13Mar62; KK164910.

Coca-Cola presents the history of bowling, 46. (In The Cleveland kegler, Mar. 27, 1962, p.5) Appl. author: Charles M. Schloss. © 27Mar62; KK165293.

Coca-Cola presents the history of bowling, 47. (In The Cleveland kegler, Apr. 10, 1962, p.5) Appl. author: Charles M. Schloss. © 10Apr62; KK165619.

Coca-Cola presents the history of bowling, 48. (In The Cleveland kegler, Apr. 24, 1962, p.5) © 24Apr62; KK165760.

CLEVELAND COCA-COLA BOTTLING CO.-Con.
Coca-Cola presents the history of bowling, 49. (In The Cleveland kugler, May 8, 1962, p.5) Appl. author: Charles M. Schloss. © 8May62; KK166043.

CLEVELAND TWIST DRILL CO. ©
Cut your costs with quality tools. (In Mill & factory, Dec. 1961, p.128) Appl. author: W. Emerson Wenger. © 27Nov61; KK164835.

CLEVELAND TWIST DRILL CO. BAY STATE TAP & DIE CO. SEE Bay State Tap & Die Co.

CLOUGH, LILLIAN M.
When something new has been added. © Lillian M. Clough (in notice: L.M.C.Lough); 6Nov61; KK162506.

COCA-COLA CO. ©
Be the guest of the Coca-Cola bottlers in the \$150,000 Tour of the World Sweepstakes. (In Sepia, May 1962, p. 4 of cover) Appl. author: McCann-Erickson. © 5Apr62; KK166700.

Big value king. Appl. author: McCann-Erickson, Inc. © 2Apr62; KK165616.
Enjoy a float with Coke. Fountain. Appl. author: McCann-Erickson, Inc. © 1Jun62; KK166800.

Enjoy that refreshing new feeling with Coca-Cola. Coke bottle & Indian scarf pin. (In Boy's life, Mar. 1962, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 23Feb62; KK165614.

Enjoy the lively life of Coke. Couple in car. (In Sepia, July 1962, p. 4 of cover) Appl. author: McCann-Erickson, Inc. © 5Jun62; KK166695.

Enjoy the lively life of Coke. [Couple on golf course] (In Ebony, Apr. 1962, p.31) Appl. author: McCann-Erickson, Inc. © 27Mar62; KK165611.

Enjoy the lively life of Coke. Girl and clarinet player. (In Ebony, Mar. 1962, p.11) Appl. author: McCann-Erickson, Inc. © 18Feb62; KK165613.

Get that refreshing new feeling. Coke and lemons. (In Ebony, Jan. 1962, p.11) Appl. author: McCann-Erickson, Inc. © 16Dec61 (in notice: 1962); KK165605.

Have a gin tart. Sprite. Menu tip-on. © 20Mar62; KK166121.

Have a vodka tart. Sprite. Menu tip-on. © 20Mar62; KK166120.

Have a whiskey tart. Sprite. Menu tip-on. © 20Mar62; KK166122.

Hot foods call for ice-cold Coke. Coke and beef stew. (In Ebony, Feb. 1962, p.11) Appl. author: McCann-Erickson, Inc. © 21Jan62; KK165612.

Hot foods call for ice-cold Coke. Roast lamb. (In Ebony, June 1962, p.15) Appl. author: McCann-Erickson, Inc. © 17May62; KK166697.

Hot foods call for ice-cold Coke. Sausages. (In McCall's, June 1962) Appl. author: McCann-Erickson, Inc. © 22May62; KK166698.

Large Coke, zing! Large glass. Appl. author: McCann-Erickson. © 1Mar62; KK165018.

Lazy day, lively refreshment. Girl and boy in boat. (In American girl, Apr. 1962, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 23Mar62; KK165610.

Look what's new under Coke bottle caps. (In American girl, May 1962, p. 3 of cover) Appl. author: McCann-Erickson, Inc. © 13Apr62; KK166696.

M-m-m! What a refreshing new feeling, a scoop of ice cream or sherbet in a glass of ice-cold Coke. (In Good housekeeping, May 1962, p. 161) Appl. author: McCann-Erickson. © 19Apr62; KK166699.

Only Coke gives you that refreshing new feeling. Couple in ski lift. (In Senior scholastic, Jan. 17, 1962) Appl. author: McCann-Erickson, Inc. © 15Jan62; KK165604.
Only Coke gives you that refreshing new feeling. Large glass in hand. (In Sunset, Feb. 1962, p.109) Appl. author: McCann-Erickson, Inc. © 25Jan62; KK165609.

Refreshing new feeling. Valentine couple. Appl. author: McCann-Erickson, Inc. © 1Feb62; KK164363.

Tips for better hosting, with tingling tartness. Sprite. © 20Mar62; KK165590.

Zing; get that refreshing new feeling. Coke and limes. (In McCall's, Apr. 1962, p.9) Appl. author: McCann-Erickson, Inc. © 20Mar62; KK165615.

Zing; only Coke gives you that refreshing new feeling. Valentine couple. (In American girl, Feb. 1962, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 25Jan62; KK165603.

Zing! Only Coke gives you that refreshing new feeling ... bracing as a cooling swim. Swimming pool. (In Saturday evening post, May 5, 1962) Appl. author: McCann-Erickson, Inc. © 1May62; KK166701.

Zing, refreshing new feeling. Bongo drum. Appl. author: McCann-Erickson, Inc. © 2Jan62 (in notice: 1961); KK164362.

Zing! Refreshing new feeling. Fishing girl. Appl. author: McCann-Erickson, Inc. © 1May62; KK166801.

COCKRELL, OTHO.

Treasure key, a game of skill for every age. SEE Hausler, William F.

COJER, INC. ©

New, Go-Jo liquid protective skin coat. 32 fl. oz. Appl. author: Henry Clayman. © 14Sep61; KK165654.

COLBURN, FRANCIS.

From upstate Vermont, a graduation address, even sillier than usual. SEE Droll Yankees, Inc.

COLE OF CALIFORNIA. ©

Corseted swimsuits are out; Cole's Californians are here. (In Vogue, Jan. 15, 1962, p.14-15) Appl. author: Doyle Dane Bernbach, Inc. © 28Dec61; KK164328.

Father was a sweatshirt, Mother was a shift; we go swimming in abstract art. [The sweatshirt & watercolor collections of Cole's Californians] (In Women's wear daily, Nov. 29, 1961, supplement) Appl. author: Doyle Dane Bernbach, Inc. © 29Nov61; KK163915.

Naked swimsuits are out, Cole's Californians are here. (In Harper's bazaar, May 1962, p.84-85) Appl. author: Doyle Dane Bernbach, Inc. © 1May62 (in notice: 1961); KK166013.

Overdressed swimsuits are out; Cole's Californians are here. (In Glamour, Jan. 1962, p.26-27) Appl. author: Doyle Dane Bernbach, Inc. © 19Dec61; KK164326.

The Sweatshirt collection of Cole's Californians. Father was a sweatshirt, mother was a shift. (In Seventeen, Apr. 1962, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 29Mar62; KK165708.

You can't see the beach for the flowers; two parts Aztec, one part Spanish. [The stoneflower & primitive collections of Cole's Californians] (In Women's wear daily, Dec. 6, 1961, supplement) Appl. author: Doyle Dane Bernbach, Inc. © 6Dec61; KK163923.

COLFAX LABORATORIES.

Now you can forget you have a cold. Dri-Con. (In Peoria journal star, Feb. 13, 1962, p.A-5) Appl. author: Kastor, Hilton, Chesley, Clifford & Atherton. © Colfax Laboratories, division of Shulton, Inc.; 13Feb62; KK165650.

Now you can forget you have a cold. Dri-Con. (In The Weekender (Peoria journal star) Feb. 3, 1962, p.B-13) Appl. author: Kastor, Hilton, Chesley, Clifford & Atherton, Inc. © Colfax Laboratories, division of Shulton, Inc.; 3Feb62; KK165649.
Sneezing, congestion, sinus drip may be signs of winter allergies. Dri-Con. (In The Nashville Tennessean, Feb. 18, 1962, magazine section, p.26) Appl. author: Kastor, Hilton, Chesley, Clifford & Atherton, Inc. © Colfax Laboratories, division of Shulton, Inc.; 18Feb62; KK165648.

COLGATE-PALMOLIVE CO. ©

Does your laundry come out dull and dingy because of dirt backwash? Dynamo. (In The Boston globe, Nov. 2, 1961, p.31) Appl. author: Norman, Craig & Kummel, Inc. © 2Nov61; KK164520.

First deodorant in 3 different strengths; new Poise roll-on stops odor no matter how much you perspire. (In Woman's day, Nov. 1961, p.115) Appl. author: Norman, Craig & Kummel, Inc. © 19Oct61; KK164514.

It will pay you to feature and display this eye-catching Colgate toothbrush 3-dozen display pack. (In Profitunities, Feb. 1962, p.50) Appl. author: Ted Bates & Co., Inc. © 1Feb62; KK164652.

Stop bad breath with Colgate, fight tooth decay all day Dental cream. (In Ebony, Nov. 1959, p.41) Appl. author: Ted Bates & Co., Inc. © 21Oct59; KK165639.

COLLEGE INN FOOD PRODUCTS CORP.

We'll pay you two bits to cook spaghetti, rice, macaroni or noodles in College Inn chicken broth or beef broth. (In Chicago daily news) © College Inn a.a.d.o. College Inn Food Products Corp.; 25Jan62; KK164426.

COLOR TILE OF COLORADO, INC. ©

Buy your tile from the giant of the industry. (In The Denver post, Jan. 1, 1962, p.48) © 1Jan62; KK166367.

Don't buy tile blindfolded. (In The Denver post, Dec. 25, 1961, p.38) © Color Tile of Colorado, Inc. (in notice: Color Tile of Colo.); 25Dec61; KK165420.

COLOROBOT ELECTRONICS.

Reversible geared motors, electronic control. Multiplex, for stereophonic FM receivers. Appl. author: Maurice Wetzel. NM: improved circuit. © Colorobot Electronics, a division of Musicolor, Inc.; 1Mar62; KK165443.

COLUMBUS & SOUTHERN OHIO ELECTRIC CO. ©

Draw a ring around the Columbus and Southern Ohio area. (In Dun's review and modern industry, Feb. 1962, p.4 of cover) Appl. author: McCann-Marschalk Co., Inc. © 10Feb62; KK164635.

COMMERCIAL CAM & MACHINE CO. ©

Harmonic motion; cycloidal motion; parabolic motion; modified trapezoid. (Plastic scale used in laying out cam motions on engineering drawings) Appl. author: James A. McDonald. © 28Mar62; KK165750.

COMMONWEALTH EDISON CO. ©

The flameless electric kitchen: your kitchen stays shades cleaner when you cook the flameless electric way. (In Chicago Sunday tribune, roto section, Jan. 28, 1962, p.15) © 28Jan62; KK164711.

In homes with flameless electric heat, you almost have to hunt for dust. (In Chicago daily tribune, Mar. 3, 1962, pt. 2, p.1) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 3Mar62; KK165045.

Special offer: one dollar puts a new flameless electric range in your kitchen. (In Chicago sun-times, Feb. 19, 1962, p.17) © 19Feb62; KK165046.

37 cents worth of electricity a day runs all these for the Pete Kelleys. (In Chicago daily news, Jan. 22, 1962, p.25) © 22Jan62; KK164710.

Up-to-date information about whole house electric air conditioning. (In Chicago daily tribune, May 7, 1962, pt.3, p.15) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 7May62; KK166302.

COMPTONE CO., LTD. ©

Oculens sweep circle sunglasses. Model no.21. Appl. author: Leo Bernstein. © 26Dec61; KK164105.

CONNECTICUT PENCIL CO. ©

Sparkle eyebrow and eyeliner pencils. Appl. author: V. J. Wall, sec'y-treas. © 28Mar62; KK165406.

CONTINENTAL BAKING CO. ©

Delicious new Hostess English muffins. (In Watertown times, Mar. 14, 1962, p.3) Appl. author: Ted Bates & Co., Inc. © 14Mar62; KK165702.

CONTINENTAL BAKING CO., INC. ©

Brand new wrapper makes Wonder bread easier to open. (In Syracuse herald-journal, Nov. 28, 1961, p.11) Appl. author: Ted Bates & Co., Inc. © 28Nov61; KK164130.

Brought to you by the Holsum Bakers; famous Wonder bread comes to town. (In The Tampa times, Feb. 7, 1962, p.19) Appl. author: Ted Bates & Co., Inc. © 7Feb62; KK165855.

Buttery-good breakfast treat comes to town: new Wonder English muffins. (In News, Chicago, Oct. 5, 1961, p.37) Appl. author: Ted Bates & Co., Inc. © 5Oct61; KK163841.

Delicious new apple pie invention: shaped like a candy bar, eat it like a candy bar. Hostess Handi-Pie. (In The Gary post-tribune, Oct. 16, 1961, p.7) Appl. author: Ted Bates & Co., Inc. © 16Oct61; KK164653.

Famous Wonder bread comes to town. (In Orlando sentinel, Jan. 22, 1962, p.6-A--7-A) Appl. author: Ted Bates & Co., Inc. © 22Jan62; KK166587.

First bread improvement you can actually see: new Wonder soft whipped has no holes. (In Memphis press-scimitar, Nov. 8, 1961, p.8-9) Appl. author: Ted Bates & Co., Inc. © 8Nov61; KK163826.

First bread improvement you can actually see: new Wonder soft whipped has no holes, no streaks. (In Daily defender, Chicago, Nov. 9, 1961, p.17) Appl. author: Ted Bates & Co., Inc. © 9Nov61; KK163832.

For real bread lovers, Daffodil Farm round top white. (In the Stamford advocate, Nov. 30, 1961) Appl. author: Ted Bates & Co., Inc. © 30Nov61; KK163829.

Freshest bread news in town: now Wonder is doubly fresh. (In The Shreveport journal, Nov. 16, 1961, p.6-7) Appl. author: Ted Bates & Co., Inc. © 16Nov61; KK163830.

Get ready, get set for an avalanche of business as Wonder introduces metropolitan Chicago to something new and different: Wonder English muffins. (In Food mart news, Chicago ed., Oct. 15, 1961, 2d sec., p.28) Appl. author: Ted Bates & Co., Inc. © 15Oct61; KK163834.

Here's a bread improvement you can actually see; new Wonder soft whipped has no holes, looks like cake. (In Dallas times herald, Jan. 9, 1962, p.3) Appl. author: Ted Bates & Co., Inc. NM: additions. © 9Jan62; KK165894.

Here's a bread improvement you can actually see, new Wonder soft whirled has no holes, looks like cake. (In Cleveland call post, Mar. 24, 1962, p.5C) Appl. author: Ted Bates & Co., Inc. © 24Mar62; KK165853.

Here's a bread improvement you can actually see; new Wonder soft whirled has no holes, looks like cake. (In Richmond news leader, Jan. 4, 1962, p.34-35) Appl. author: Ted Bates & Co., Inc. © 4Jan62; KK165635.

Here's a new Wonder winner: now, Wonder brings you a new jumbo-size sandwich loaf. (In Newsday, Garden City, N. Y., p.70) Appl. author: Ted Bates & Co., Inc. © 29Nov61; KK163828.

Here's a promise to Oklahoma City area housewives. Bob Southard, Wonder bread salesman. (In Times, Oklahoma City, Oct. 5, 1961) Appl. author: Ted Bates & Co., Inc. © 5Oct61; KK163835.

Here's a promise to Raleigh housewives. When you buy Wonder bread, it's as fresh as possible. Charles W. Perkinson. Appl. author: Ted Bates & Co., Inc. © 1Feb62; KK165895.

Here's a promise to Tacoma housewives. Jack D. Mitchell, Wonder bread salesman. (In News tribune, Tacoma, Aug. 24, 1961, p.20) Appl. author: Ted Bates & Co., Inc. © 24Aug61; KK163843.

Here's bread with 5 improvements that you can actually see: new Wonder soft whipped bread. (In Dallas times-herald, Nov. 13, 1961, p.C-7) Appl. author: Ted Bates & Co., Inc. © 13Nov61; KK163836.

Here's bread with 5 improvements that you can actually see: new Wonder soft whipped bread. (In Fort Wayne news-sentinel, Oct. 18, 1961, p.24-25) Appl. author: Ted Bates & Co., Inc. © 18Oct61; KK163840.

It's the hottest bread news in town. New Wonder bread is soft-rolled. (In Waterloo daily courier, Sept. 14, 1961, p.19) Appl. author: Ted Bates & Co., Inc. © 14Sep61; KK163839.

Now, Wonder brings you a new family-size loaf. New Wonderplast wrapper keeps Wonder bread soft and fresher for days. (In Rochester times-union, Oct. 18, 1961) Appl. author: Ted Bates & Co., Inc. © 18Oct61; KK163837.

The TV campaign that is making bread sales history. Bobby Hull, star of the Chicago Black Hawks, says: Nutritious food is important ... and that's why we serve Wonder bread at our house. (In Pacific coast review, Nov. 1961) Appl. author: Ted Bates & Co., Inc. © 1Nov61; KK163925.

The TV campaign that is making bread sales history. Dolph Schayes, star of the Syracuse Nationals, says: At my home we eat Wonder bread. (In The Virginia foodman, Dec. 1961, p.9) Appl. author: Ted Bates & Co., Inc. © 1Dec61; KK163842.

To all housewives in Tacoma. Leon J. Maresh, Wonder bread salesman. (In News tribune, Tacoma, Aug. 17, 1961) Appl. author: Ted Bates & Co., Inc. © 17Aug61; KK163845.

To all housewives in the Hot Springs area. Dick Bird, Wonder bread salesman. (In Hot Springs new era, Sept. 28, 1961) Appl. author: Ted Bates & Co., Inc. © 28Sep61; KK164131.

To all housewives in the Little Rock area. Bob Simmons, Wonder bread salesman. (In Democrat, Little Rock, Ark., Oct. 5, 1961, p.31) Appl. author: Ted Bates & Co., Inc. © 5Oct61; KK163838.

To all housewives in the Oklahoma City area. Lloyd Noble, Wonder bread salesman. (In Times, Oklahoma City, Sept. 28, 1961) Appl. author: Ted Bates & Co., Inc. © 28Sep61; KK163833.

To all housewives in the Youngstown area. Chuck Evans, Wonder bread salesman. (In Vindicator, Youngstown, Ohio, Oct. 19, 1961, p.16) Appl. author: Ted Bates & Co., Inc. © 19Oct61; KK163827.

Twist, the holes are out. Wonder Twist bread. (In News, Wilmington, N. C., Oct. 26, 1961, p.15) Appl. author: Ted Bates & Co., Inc. © 26Oct61; KK163825.

Wonder sandwich bread's got it, the key to freshness and softness. (In Times, El Dorado, Ark., Aug. 17, 1961, p.8) Appl. author: Ted Bates & Co., Inc. © 17Aug61; KK163844.

Wonder wins again; here's the preferred bread as established by the 1962 consumer analysis. (In Wichita morning eagle, Feb. 26, 1962, p.9D) Appl. author: Ted Bates & Co., Inc. © 26Feb62; KK166074.

Young man, show Alice your new Wonder wrapper. New Wonder enriched bread. (In the Free press, Nampa, Idaho, Oct. 5, 1961, p.10) Appl. author: Ted Bates & Co., Inc. © 5Oct61; KK163831.

CONTINENTAL CAN CO., INC. ©

Starlite. Puretaste, plastic lined. 7 fl. oz. Appl. author: Freda Diamond. © 28Mar62; KK165501.

CONTINENTAL ILLINOIS NATIONAL BANK & TRUST CO. OF CHICAGO. ©

Continental Bank announces every-day interest savings plan, a new way of figuring and paying interest that earns more for you. (In Chicago daily tribune, Dec. 6, 1961, pt.3, p.5) Appl. author: Earle Ludgin & Co. © 6Dec61; KK163638.

CONTINENTAL MERCHANDISE CO., INC. ©

Radios, phonographs, tape recorders, transceivers, hearing aids. © 1May62; KK166358.

Soundtime miniature alarm watch radio. TR-633. © 30Aug61; KK166683.

CONTINENTAL OIL CO. ©

Employee selection. © 17Nov61; KK164442.

Friendly as the west. Conoco. [Dealer & boy fixing toy car] (In The Saturday evening post, Apr. 7, 1962, p.64) © 7Apr62; KK165859.

Today, put your car and your cares in Conoco's hands and you'll see why Conoco is the hottest brand going. (In Look, Apr. 26, 1960) © 26Apr60; KK165861.

Why change to Conoco? Because Conoco provides special services to help you sell. (In The Oil daily, Feb. 21, 1962, p.3) © 21Feb62; KK165860.

CONTINENTAL SCREW CO. ©

New, revolutionary Holtite Taptite structural thread rolling screws. (Case history reports, no.1-3) Appl. author: Harvey F. Phipard, Jr. © 22Jan62; KK163964.

New, revolutionary Holtite Taptite, structural thread rolling screws. (Engineering data bulletin, no.1, rev.) Appl. author: Harvey F. Phipard, Jr. © 22Jan62; KK163963.

CONTROLLED AIRSTREAMS, INC. ©

Here's a new and better way to power your boat; new McBride Air-Thrust portable power units revolutionize concept of marine propulsion. © 5Jan62; KK164549.

CONVERTERS OF CALIFORNIA.

Converta, original by Manny. [Bed-spread] © Manny Gruber a.k.a. Emanuel Gruber d.b.a. Converters of California; 15Mar62; KK166622.

COOL ROOF, INC., OF MIAMI. ©

Greatest thing under the sun, switch from hot to cool roof. © 14May58; KK163674.

CORN CABIN CO. ©

Delicious popcorn products. Onion-garlic corn. Net wt. 3 oz. Appl. author: John H. Harig. © 17Nov61; KK164106.

COTTON FIBER PAPER MANUFACTURERS. ©

Gerald M. Loeb ... says: It's a real dividend-paying paper. Better papers are made with cotton fiber. (In Business week, Dec. 5, 1959, p.49) Appl. author: J. M. Mathes, Inc. © 5Dec59; KK163592.

COTY, INC. ©

At last, no brassy or orangey tones, even in hardest-to-color brown hair; Instant Radiance. (In Glamour, Oct. 1961, p.35) © 22Sep61; KK165415.

Exciting new make-up combination, French Flair compact make-up plus Coty 24 lipstick; now both in one case, new Duette compact. (In Mademoiselle, Oct. 1961, p.14) © 29Sep61; KK165414.

For more than fifty Christmases, Coty perfumes have been cherished as gifts. Emeraude. (In Esquire, Dec. 1961, p.29) © 16Nov61; KK165417.

For more than fifty Christmases, Coty perfumes have been cherished as gifts. Emeraude. (In The New Yorker, Dec. 9, 1961, p.27) Appl. author: Anne Mary Lawler. © 7Dec61; KK165240.

For the woman who dares to be different; Emeraude, parfum de Coty. (In Harper's bazaar, Sept. 1961, p.83) © 1Sep61; KK165537.

L'Aimant; nothing makes a woman more feminine, more attractive. Parfum. Dress by Michael Goma. (In Glamour, Nov. 1961, p.71) © 22Oct61; KK165416.

L'Aimant; nothing makes a woman more feminine, more attractive. Parfum. (In McCall's, Dec. 1961, p.2) © 28Nov61; KK165535.

L'Aimant; nothing makes a woman more feminine, more attractive. Parfum. Sables by Maximilian. (In McCall's, Oct. 1961, p.2) © 26Sep61; KK165418.

New fluid foundation and powder in one, Coty Light and Lovely. (In McCall's, Sept. 1961, p.33) © 29Aug61; KK165534.

Not since the fall of man, a color that describes innocence so provocatively, Golden Apple. 24 lipstick & matching super-sheen nail polish. (In McCall's, Oct. 1961, p.37) © 26Sep61; KK165419.

Nothing makes a woman more feminine, more attractive; L'Aimant, parfum de Coty. (In Ladies' home journal, Mar. 1960, p.182) © 23Feb60; KK166126.

Suddenly you arrive. Muse, perfume de Coty. (In Harper's bazaar, Nov. 1961, p.65) © 1Nov61; KK165539.

This Christmas, practice the delicate art of being a girl. L'Aimant. (In Seventeen, Dec. 1961, p.20) © 1Dec61; KK165538.

COWAN, FRANK.

What more does a fellow need? SEE Equitable Life Assurance Society of the United States.

CRAM (GEORGE F.) CO., INC. ©

See-thru thin man. An anatomical teaching device. © 15Feb62; KK166621.

CRAMER-KRASSEIT CO. ©

Announcing the official A.G.A. poster and display service for 1962 and Christmas 1961. The theme ... live modern, for less, with gas. © 25Sep61; KK163585.

Outdoor posters for banks; 8 full-color lithographed designs. (CK series 400) © 25Sep61; KK163584.

CREDIT MANAGEMENT OF AMERICA. ©

Credit Management of America introduces the collector. Appl. author: C. W. Guthrie, Sr. © 28Feb62; KK165155.

CRESCENDOE GLOVES. ©

Caresse gloves, guaranteed to machine wash and dry. (In Vogue, Mar. 15, 1962, p.28-29) Appl. author: Wesley Associates. © 15Mar62; KK165209.

CRESCENT DENTAL MANUFACTURING CO. ©

The Crescent Wig-L-Bug in a beautiful white housing. Model no.5A-W. Appl. author: Violet E. Soucek. © 20Dec61; KK164290.

CRISS-CRAFT CORP. ©

Looks, liveliness, and low price. Cavalier 23-ft. express cruiser. (In Popular boating, June 1960, p.7) © 25May60; KK166789.

CROSS-OUT ADVERTISING CO., INC. ©

Picture game Michigan Cross-Out. Speedway 79. © 10Oct61; KK164252. Play Safeway Cross-Out game. NM: changes & additions. © 1Dec58; KK164253.

CROTON WATCH CO. ©

Don't look at a watch till you see the big deal for '62 from Croton. (In National jeweler, Dec. 1961, p.12-13) Appl. author: L. C. Gumbinner Advertising Agency. © 1Dec61; KK163716.

Fashion-ation, Croton's new way to sell the many-watches-in-one idea, in all price ranges. Colorama VII. (In Southern jeweler, Apr. 16, 1962, p.6-7) Appl. author: L. C. Gumbinner Advertising Agency. © 15Apr62; KK165593.

Name the movement and win the watch. (In National jeweler, Mar. 1962, p.9) Appl. author: L. C. Gumbinner Advertising Agency. © 1Mar62; KK165327.

Si! No! Arpeggio watches are available again. (In Jewelers' circular-keystone, May 1962, p.22-23) Appl. author: L. C. Gumbinner Advtg. Agency. © 1May62; KK165981. Suddenly, they all want a date. Aquadatic, a great new first from Croton. (In National jeweler, Feb. 1962, p.9) Appl. author: L. C. Gumbinner Advertising Agency. © 1Feb62; KK164533.

These are the parts that slim the movement, that slims the Zephyr, that fattens your profit at \$49.95. (In The Jewelers' circular-keystone, May 1962, p.12-13) Appl. author: L. C. Gumbinner Advertising Agency. © 1May62; KK165982.

This watch commands the respect of your customers. Antarctic Chronometer. (In Jewelers' circular-keystone, May 1962, p.31) Appl. author: L. C. Gumbinner Advtg. Agency. © 1May62; KK165980.

The watch for all the women you are: new Colorama VII. Nevada Grenchen. (In The New York times magazine, May 6, 1962, p.81) Appl. author: L. C. Gumbinner Advertising Agency. © 6May62; KK166307.

Women will stand in line for Croton's new American Princesses. (In Jewelers' circular-keystone, Jan. 1962, p.36-37) Appl. author: L. C. Gumbinner Advertising Agency. © Croton, a.a.d.o. Croton Watch Co.; 1Jan62 (in notice: 1961); KK164078.

CROWDEN, JOSEPH. ©

Div-Range relative legend. © 29Nov61; KK165533.

CROWN ADVERTISING SERVICE. ©

Biggest and best shakes and malts. © 2Mar62; KK165182.

Butterscotch sundae, a rich, golden taste treat. Freezer Fresh. © 2Mar62; KK165797.

Chocolate sundae, a real treat. Freezer Fresh. © 2Mar62; KK165795.

Hot fudge sundae, a taste delight. Freezer Fresh. © 2Mar62; KK165794.

Nut sundae, a real nutty delight. Freezer Fresh. © 2Mar62; KK165799.

Pineapple sundae, refreshing as an Hawaiian breeze. Freezer Fresh. © 2Mar62; KK165806.

Raspberry sundae, fresh as the morning dew. Freezer Fresh. © 2Mar62; KK165804.

Root beer float, cooling. Freezer Fresh. © 2Mar62; KK165801.

Shake and hamburgers, a delicious combination. Freezer Fresh. © 2Mar62; KK165803.

Shake and hot dog, terrific together. Freezer Fresh. © 2Mar62; KK165805.

Shakes and delicious sandwiches. Freezer Fresh. © 2Mar62; KK165802.

Strawberry sundae, delicious. Freezer Fresh. © 2Mar62; KK165793.

A treat for the whole family. Freezer Fresh. © 2Mar62; KK165798.

Your favorite fruit freeze, cooling chill thrill. Freezer Fresh. © 2Mar62; KK165796.

Your favorite soda, cooling and refreshing. Freezer Fresh. © 2Mar62; KK165800.

CROWN ZELLERBACH CORP. ©

Blessed event: 3/4 off on new quilted Zee. Zee toilet tissue. Stork design. (In The Bakersfield Californian, Nov. 15, 1961, p.13) © 15Nov61; KK163514.

The dot is the proof of level, smooth printability. Surfa/Gloss & Franciscan Gloss. (In Southern printer & lithographer, Nov. 15, 1961, p.20-21) © 15Nov61; KK165138.

Field peas with snaps; no.960 stock vignette. © 4Jan62 (in notice: 1961); KK165133.

New, noticeably softer Zee toilet tissue; aqua. Now Zee is softly fashioned a new way. (Zee 4-roll toilet tissue) Swirl design. 4 rolls, family pak. © Crown Zellerbach Corp. (in notice: Crown Zellerbach); 28Dec61; KK165140.

What makes a printing paper level smooth? Surfa/Gloss & Franciscan Gloss. (In Southern printer & lithographer, Sept. 15, 1961, p.8-9) © 15Sep61; KK165139.

Zee double waxed paper. Swirl design. One hundred feet. © 18Oct61; KK165141.

Zee plastic wrap. 100 feet. © Crown Zellerbach Corp. (in notice: Crown Zellerbach); 15Aug61; KK165142.

Zee waxed garbage bags. Swirl design. 30, 4 week supply. © 11Oct61; KK165143.

CULLINAN, H. H. ©

Cattlemen, beware: Experts warn producers, haphazard iodine feeding can be poisonous to livestock. DFI. © 16Mar62; KK165437.

CULVER ADVERTISING, INC. ©

The philosophy of an advertising agency. (In Boston herald, June 14, 1962, p.41) © 14Jun62; KK166792.

CUTAIA, ANTHONY. SEE Hill-View Manor.

CUTAIA, MARY. SEE Hill-View Manor.

D

DX SUNRAY OIL CO.

Wonderful world of tomorrow; weather forecasts from satellite. DX Boron. (In Saturday evening post, May 28, 1960, p. 107) © DX Sunray Oil Co., subsidiary of Sunray Mid-Continent Oil Co.; 28May60; KK166620.

DACO PRODUCTS. ©

Broom & mop holder. Holds tools, too. Appl. author: David Cohen. © 9Jan62; KK166779.

DAIRY DAN, INC. ©

Dairy Dan poster package for 1962. © 2Apr62; KK166755.

Discover new Dairy Dan's golden vanilla. Today's co-star flavor: banana [and 7 others] © 2Apr62; KK165495.

DAIRYMEN'S LEAGUE COOPERATIVE ASSN., INC. ©

Dairylea, 4 individually packaged ice cream bars. Net contents: 12 fl. ozs. Appl. author: Raymond F. Peasback. © 27Oct61; KK165395.

Dairylea, 4 individually wrapped ice cream sandwiches. Net contents ice cream 3 fluid ozs. each. Appl. author: Raymond F. Peasback. © 1Dec61; KK165396.

DAIRYPAK BUTLER, INC. ©

Dixie sweet cream butter. One pound net wt. (Terr. des. 1052) © 16Dec61; KK166267.

Red & White ice cream; chocolate. Handy-Serv. Half gallon liquid. (Terr. des. 1053) © 26Jan62 (in notice: 1961); KK166284.

Red & White ice cream; chocolate whirl. Handy-Serv. Half gallon liquid. (Terr. des. 1053) © 26Jan62 (in notice: 1961); KK166286.

Red & White ice cream; coffee. Handy-Serv. Half gallon liquid. (Terr. des. 1053) © 26Jan62 (in notice: 1961); KK166285.

Red & White ice cream; van.-choc.-straw. Handy-Serv. Half gallon liquid. (Terr. des. 1053) © 26Jan62 (in notice: 1961); KK166288.

Red & White ice cream; vanilla. Handy-Serv. Half gallon liquid. (Terr. des. 1053) © 26Jan62 (in notice: 1961); KK166287.

Sun-Spun ice cream. Handy-Serv. Half gallon liquid. (Terr. des. 1054) © 26Jan62 (in notice: 1961); KK166276.

Sun-Spun ice cream; van.-choc.-straw. Handy-Serv. Half gallon liquid. (Terr. des. 1054) © 26Jan62 (in notice: 1961); KK166277.

D'ALESSANDRO, NANCY. ©

What you should know about Velvex, beauty by vapor. Brochure. © 11Dec61; KK164054.

DALTON (EDWARD) CO.

A message to the one person in eight who is concerned about overweight but is doing nothing about it. (In Life, Feb. 9, 1962, p. 56-57) © Edward Dalton Co., a division of Mead Johnson & Co.; 7Feb62; KK164561.

DALTON (EDWARD) CO. SEE Mead Johnson & Co.

DAN DEE PRETZEL & POTATO CHIP CO. ©

Corn Twists. Net wt. 5 1/2 oz. © 1Apr61; KK164743.

DANBY FARM.

Shetlands of planned excellence. Circular. © Danby Farm, solely owned by Daniel & Beatrice Langfeld; 16May62; KK166274.

DANIEL (JACK) DISTILLERY.

At Jack Daniel's, the country's oldest registered distillery, we still make our whiskey ... to give

Jack Daniel's it's smooth hand-made quality. Old no.7. (In The Daily sentinel, Grand Junction, Colo., Dec. 7, 1961, p.8) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 7Dec61; KK163540.

A belated invitation to the friends of Jack Daniel's: turn down this lane for a good look at an ancient Tennessee art. Old no.7. (In Newsweek, Feb. 5, 1962, p.30-31) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 5Feb62 (in notice: 1961); KK164894.

Deep in the foothills of the Cumberland Mountains, we still make Jack Daniel's whiskey the old Tennessee way. (In The Times-picayune, New Orleans, Nov. 28, 1961, sec.2, p.9) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 28Nov61; KK163709.

In the hollow, we keep Jack Daniel's tradition. Old no.7. (In The Daily sentinel, Nov. 27, 1961, p.10) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 27Nov61; KK163555.

Jack Daniel never meant for his distillery to get very big or he wouldn't have set about making Tennessee sippin' whiskey. (In Sports illustrated, May 21, 1962, p.M9) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 21May62; KK166390.

Jack Daniel still guides the making of his Tennessee sippin' whiskey. Old no.7. (In The Cincinnati enquirer, May 9, 1961, p.37) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 9May61; KK163697.

Jack Daniel's limestone spring is one of our most valued possessions for making Tennessee sippin' whiskey. Old no.7. (In The Louisville times, May 4, 1962, p.5) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 4May62; KK166984.

Jack Daniel's spring of cool and iron-free water ... and lots of patience make Jack Daniel's a rare sippin' whiskey. Old no.7. (In The Daily sentinel, Oct. 26, 1961, p.14) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 26Oct61; KK163539.

The man holding the whiskey thief is learning from our taster how to properly judge Jack Daniel's Tennessee whiskey. Old no.7. (In Time, Nov. 10, 1961, p.77) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 10Nov61; KK163551.

Most everyone in Jack Daniel's hollow has sense enough to get out of the rain, but even that doesn't cause much hurry. Old no.7. (In U.S. news & world report, May 28, 1962, p.24) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 22May62; KK166985.

A Tennessee log truck heads for Jack Daniel's rick yard with hard maple for smoothing out our old-time sippin' whiskey. Old no.7. (In San Francisco examiner, Nov. 9, 1961, p.55) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 9Nov61; KK163708.

A Tennessee whiskey tree begins its trip to Jack Daniel's hollow, where it will help smooth out our sippin' whiskey. Old no.7. (In San Francisco examiner, Nov. 22, 1961, p.47) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 22Nov61; KK163706.

We put up another warehouse to help age Jack Daniel's Tennessee whiskey and found a different view of the hollow. Old no.7. (In Newsweek, Nov. 20, 1961, p.21) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 20Nov61; KK163543.

DAWN FRESH CO. ©

Save 10¢ when you buy two cans Dawn Fresh mushroom steak sauce with this coupon. (In Hamilton, Ohio, Journal, Oct. 26, 1961, p.46) Appl. author: Leo Burnett Co., Inc. © 26Oct61; KK165586.

DAY-BRITE LIGHTING, INC. ©

Daylume, with Waffletex plastic enclosures. Section 10, sheet 73. © 12Jan62 (in notice: 1961); KK164138.

12" wide Troffers, with Waffletex plastic enclosures. Section 20, sheet 39. © 12Jan62 (in notice: 1961); KK164136.

24" wide Mobilex, with Waffletex plastic enclosures. Section 20, sheet 89. © 12Jan62 (in notice: 1961); KK164137.

DEAN FURNITURE CO., INC. ©

Furniture is a family affair at Dean's. From our French Provincial Collection. (In New York Times, Apr. 8, 1962, p.68) Appl. author: Rose-Martin, Inc. © 8Apr62; KK166904.

DE CHELLIS, VERINO. SEE Dee & Vee Sales.

DECKER, DAROLD. ©

Zinnia Grand Canyon 1963 color spectacular; direct from Apacheland, zinnia Apache snowflakes. (In Seed trade buyers guide, 1962, p.140) © 24Jan62; KK164254.

DEE & VEE SALES.

A new and revolutionary concept in leader holders; Fisherman's Caddy. © Michael P. Villane & Verino De Chellis d.b.a. Dee & Vee Sales; 1May62; KK166289.

DEFRADES (JOSEPH F.) CO. ©

Chilli Man Coney Island brand chilli; hot dog sauce. Net weight 8 oz. Appl. author: Joseph F. DeFrades. © 16Jan62; KK164713.

DELONG, FRANK D. JR. ©

Are you up on toes? Getaz toe closure. Appl. author: T. Arthur Turner. © 12Oct61; KK166777.

DEMAREST, STEVE.

Dentistry goes to the world's fair, sponsored by the Washington State Dental Assn. SEE Rocky Mountain Metal Products Co.

Introducing the new RM lock. SEE Rocky Mountain Metal Products Co.

Nuk Sauger functional orthodontic exercisers. SEE Rocky Mountain Metal Products Co.

Nuk Sauger orthodontic nipple. SEE Rocky Mountain Metal Products Co.

A profile of dental progress. SEE Rocky Mountain Metal Products Co.

Rocky Mountain signifies quality and service for orthodontics and dentistry for children. SEE Rocky Mountain Metal Products Co.

DERRY PRODUCTS, INC. ©

Instant Fried-a-Rice flavoring. Net weight 10 ozs. Appl. author: Benjamin B. Deretchin. © 1Dec61; KK163676.

DESDEE CORP. ©

Topsy turban. Appl. author: Leonard J. Globus. © 1Feb62; KK166610.

DESTILERIA SERRALLES, INC. ©

A visit to Destileria Serralles, Ponce, Puerto Rico. Since 1865, the home of world famous rums. NM: revisions. © 23Jan62; KK164295.

DETROIT STEEL CORP. ©

Buy or make products of flat CR spring steel. Either way, DSC would like to be helpful to you. .074" x 3" AISI C 1070 spring clip-door check arm. (In New England purchaser, Dec. 1961, p.23) Appl. author: Simons-Michelson Co. © 5Dec61; KK163687.

DSC Accutronic strip job-performance marathon on O-Cedar 76 mops scored 99.798%. (In The Detroit purchaser, Mar. 1962, p.27) Appl. author: Simons-Michelson Co. © 10Mar62; KK165105.

DSC strip job performance for Namsco averages 99.691%. (In The Detroit purchaser, Apr. 1962, p.49) Appl. author: Simons-Michelson Co. © 10Apr62; KK165845.

How DSC Accutronic strip works for stampers, and roll-formers, too, to control unit manufacturing costs. (In The Detroit purchaser, Jan. 1962, p.25) Appl. author: Simons-Michelson Co. © 10Jan62; KK164610.

How DSC-Portsmouth LPR coils can beef up your Brite wire fabricating profits, yet cost no more than conventional mill coils. (In The Midwest purchasing agent, Jan. 1962, p.85) Appl. author: Simons-Michelson Co. © 15Jan62; KK164609.

DETTY'S FISH GRIPPER. ©

A great hand saver. The original Detty's deluxe fish gripper. © 21Dec61; KK166782.

DIAMOND & CO. ©

What price summer comfort? Tame the temperature at a temperate price in Diamond odd jackets. Appl. author: Will Kaplan Advertising. © 15May62; KK166673.

DIAMOND ART.

Genuine diamond engraving tool, guaranteed to work on glass, brass, copper, zinc, plastic. © Ruben Farro d.b.a. Diamond Art; 29Jan62; KK164608.

DIEDRICH, HARRY F. ©

Fabrik-Ad's Magnex leather grain vinyl specialties, 1962. © 19Mar62; KK165943.

DISNEY (WALT) PRODUCTIONS. ©

Ludwig Von Drake. 70 pieces. (Whitman authorized jr. jigsaw puzzle, series no.301, no.4611:59) © 16Mar62; KK165693.

DR. PEPPER CO. ©

Laboratory tests prove nothing is impossible for people who drink Dr. Pepper. (In Life, Apr. 25, 1960, p.131) © 25Apr60; KK165267.

Who blabbed? Dr. Pepper's secret formula slips out and pandemonium reigns in the soft drink industry. (In Life, Feb. 22, 1960, p.75) © 22Feb60; KK164422.

DOLCIN CORP. ©

Arthritis pains? Have you tried the modern way to get fast, welcome relief. (In The Times record, Troy, N. Y., Feb. 6, 1962, p.23) Appl. author: Victor van der Linde Co. © 6Feb62; KK165160.

Arthritis pains? Now get relief or get your money back. (In The Troy record, Feb. 16, 1962, p.20) Appl. author: Victor van der Linde Co. © 16Feb62; KK165161.

Arthritis pains? Rush out pain, rush in relief. (In The Times record, Troy, N. Y., Feb. 12, 1962, p.9) Appl. author: Victor van der Linde Co. © 12Feb62; KK165163.

Arthritis pains? You have nothing to lose but your pains. (In The Times record, Troy, N. Y., Feb. 8, 1962, p.24) Appl. author: Victor van der Linde Co. © 8Feb62; KK165162.

DOLE CORP. ©

Creamed cottage cheese with added Hawaiian pineapple. Challenge. Net contents one pint. © 23Feb61; KK164129.

Meadow Gold creamed cottage cheese with added Hawaiian pineapple. Net contents one pint. © 24May61; KK164128.

DOLE REFRIGERATING CO. ©

Engineering catalog, section FE, revised January 1962. Freze-Cel double contact plate freezer. © 26Jan62; KK165369.

Freze-Cel model 2735, self-contained, double contact, food freezers. Rev. Jan. 1962. (Engineering catalog, section FSC) © 21Feb62; KK165504.

Freze-Cel model 2735-6, self contained, double contact, food freezer. (Engineering catalog, section FSC) Appl. authors: Dole Refrigerating Co. & Robert Race & Assoc. NM: revisions. © 15Mar60; KK165502.

DOLLAR VITAMIN PLAN, INC. ©

New, low cost vitamin plan helps safeguard your health all year 'round against vitamin deficiency. Dollavim. (In Pictorial living, (Los Angeles examiner) Jan. 21, 1962, p.4 of cover) © 21Jan62; KK164670.

DOLPHIN RAINWEAR. ©

It's raining fashion, by Dolphin. (In The New York times magazine, Mar. 4, 1962, p.93) Appl. author: Alfred Moses. © 4Mar62; KK166142. Meet Mr. Dolphin, an exciting man to have around. ... It's raining fashion by Dolphin. (In Glamour, Apr. 1962, p. 65) Appl. author: Alfred Moses. © 1Apr62; KK166749.

DOME PUB. CO., INC. ©

Dome makes bookkeeping a snap; no knowledge of bookkeeping needed, it's that simple. (In Life, Jan. 18, 1960, p.7) © 13Jan60; KK165149.

DONNELLEY (REUBEN H.) CORP. ©

Diabetics. (Yorke statistical bulletin, no.8) Appl. author: Yorke Pub. Co., subsidiary of R. H. Donnelley Corp. © 6Jun62; KK166595.

DONNEY, E. P. ©

Kids, look. You can have your own Chuck-A-Ball. Borden's dairy products. © 7Mar62; KK165564.

DOOTONE MANUFACTURING, INC. ©

The new race track, by Redd Foxx. DTL 275. © 23May62; KK166440.

DOOTONE RECORD MANUFACTURING, INC. ©

The best of Redd Foxx. DTL 234. © 23May62; KK166439.

The bold Hattie Noel. (Dooto, DTL 825) © 23Mar62; KK165624.

Earthy mirth; Billy Allyn. (Dooto, DTL 826) © 23Mar62; KK165623.

Laffarama. Redd Foxx. DTL-801. © 11Jan62; KK164494.

Wild party. Redd Foxx. DTL 804. © 11Jan62; KK164493.

DORMAN-WINTHROP. ©

Entire stock on sale. (In Los Angeles times, Jan. 9, 1962, pt.1, p.11) © 9Jan62; KK163945.

Men's \$85 suits of mohair imported from Israel, \$55.92. (In Los Angeles times, Mar. 27, 1962, pt.1, p.9) © 27Mar62; KK165660.

Now try clothes harmony: 1,500 sport coats, color coordinated with 1,800 slacks. (In Los Angeles times, Feb. 27, 1962, pt. 1, p.11) © 27Feb62; KK164983.

DORMETCO, INC. ©

Expandable glide-out shelf. Product no.6234. © 6Mar62; KK164852.

Stop playing hide and seek, Dormetco expandable glide-out shelf brings everything in back of your cabinet up front; glide it out, glide it back. © 30Apr62; KK166002.

DOVER CORP. OPW DIVISION. ©

Best or second best? If you want the best automatic nozzle, be sure you buy an OPW no.1. © 23May61; KK166129.

A gal buying a hat wants a wide selection, a man buying quick couplers needs a wide selection. OPW Kamlok wide selection. © 16Apr61; KK166128.

Now, fill all three automatically. 1-A automatic shut-off nozzle. © 19Jul61; KK164696.

OPW automatic diesel fueling. (1620 return card) © 18Jul61; KK166130.

1-A automatic shut-off nozzle; installation and operating information. © 10Aug61; KK164699.

Safety vents and valves for bulk fuel handling. 201-F 6" emergency pressure relief vent. (Bulletin NP-201-E) © 20Sep61; KK164698.

Tank truck faucets, series 41. (Bulletin NP-41-E) © 10Apr61; KK164697.

Yes, I'd like to know more about OPW 41 series tank truck faucets. (NP-41 return card) © 10Apr61; KK166131.

DOW JONES & CO., INC. ©

Busy, busy, busy. (In New York herald tribune, Jan. 14, 1962, section 5, p.9) Appl. author: Theodore E. Callis. © 14Jan62; KK163861.

New weekly family newspaper, the National observer, starting Feb. 4th. Appl. author: Robert M. Feemster. © 9Jan62; KK163820.

DRACKETT PRODUCTS CO. ©

Drano keeps drains sanitary. Dissolves grease, hair, and lint. Net wt. 12 oz. © 14Jul58; KK166947.

Drano keeps drains sanitary. Will not slow up action of septic tanks. Net wt. 12 oz. © 10Oct59; KK166946.

DRESSER INDUSTRIES, INC. CLARK BROS. CO. SEE Clark Bros. Co.

DRINSE CORP. ©

Drinse, diaper rash preventative. Net contents: 32 fluid ounces. © 20Mar62; KK166263.

DROBAC, STAN.

Teniscor, the original tennis scoreboard. © Stan Drobac & Robert E. Rood; 23Mar61; KK165719.

DROLL YANKEES, INC. ©

Aus Tirol. No.DY-10. Emo Henrich, guitar; Ernst Schütz, guitar; Siegfried, zither. Appl. author: Peter Kilham. © 22Jan62; KK163959.

From upstate Vermont, a graduation address, even sillier than usual. D-11. Signed: Francis Colburn. Appl. author: Peter Kilham. © 3May62; KK165927.

Beauty first by Du Barry. Creme Paradox by Du Barry. Yes, you can look younger. (In Harper's bazaar, Apr. 1960, p.13-15) © 15Mar60; KK166262.

From the blue waters of the Adriatic comes this amazing beauty discovery. The Dory beauty masque by DuBarry helps you look years younger. (In Life, June 13, 1960, p. 18) © 13Jun60; KK166833.

Now a fabulous new feather fine make-up by Du Barry, Flatter Fluff. (In Harper's bazaar, Apr. 1960) © 15Mar60; KK166261.

DUDEK, LEONARD H.

U-Sav-It shopping reminder, price recorder. Camay soap. © Leonard H. Dudek & Stanley Stampil; 15Feb62; KK164997.

DUNCAN PRODUCTS, INC. ©

New, Zero leasing plan available through Zero dealers and milk plants on Zero and Duncan compact bulk milk coolers. Appl. author: Lloyd P. Duncan. © 15Jan62; KK164753.

Now, a compact bulk milk cooler that costs less than can equipment. New Duncan Compact bulk milk cooler by Zero. [Endorsed by Ernest Langeberg] (In Prairie farmer, Dec. 2, 1961, p.4 of cover) Appl. author: Lloyd P. Duncan. © 2Dec61; KK164378.

Now for the diversified family farm, a compact bulk milk tank that costs less than can equipment. Compact bulk milk cooler. Appl. author: Lloyd P. Duncan. © 25Jan62; KK165949.

DUNN & MCCARTHY, INC. ©

Have a happy Easter from head to toe. Enna Jetticks, the shoes that love your feet. (In Daily news, New York, Apr. 11, 1962, p.10B) Appl. author: Rockmore Co. Advertising, Inc. © 11Apr62; KK166108.

How to make love. Enna Jetticks, the shoes that love your feet. (In Ladies' home journal, May 1962, p.33) Appl. author: Rockmore Co. Advertising, Inc. © 24Apr62; KK166109.

How to make love. Enna Jetticks, the shoes that love your feet. (In McCall's, Apr. 1962, p.6) Appl. author: Rockmore Co. © 20Mar62; KK165430.

The shoe brand is Enna Jettick. (In Footwear news, Jan. 4, 1962; p.13) Appl. author: Rockmore Co. © 4Jan62; KK166318.

DUOFOLD, INC. ©

Newest style in the cold: wear amazing Duofold underwear, wear smarter, lighter outerwear. (In Sports illustrated, Dec. 14, 1959, p.E5) Appl. author: Mogul Williams & Saylor, Inc. © 14Dec59; KK165457.

DURA-SEAL CORP. ©

Time-tested Dura-Seal black top sealer, satisfaction proven. © 15Mar62; KK166900.

DURO-LITE LAMPS, INC. ©

New Duro-Lite extra-bright bulbs last 3 1/2 to 5 times longer. Appl. author: Douglas Hill. © 7Mar62; KK166890.

Point-of-sale displays. No.DL-60. Appl. author: Douglas Hill. © 3Jan62; KK166889.

DURO-TEST CORP. ©

Accent lighting. Tiny spotlights. R-20. Appl. author: Roland W. Tiemann. © 2May62; KK166888.

Armored Hercules safety-glass light bulb. Appl. author: Roland W. Tiemann. © 6Jan62; KK166882.

Armored Hercules safety-glass light bulb. Now for the first time a safety glass armored light bulb for industry. Appl. author: Roland W. Tiemann. © 27Dec61; KK166884.

Brighten your color schemes with Duro-Text Twin-Tone. Bulbs. Appl. author: Roland W. Tiemann. © 2May62; KK166877.

Decorative incandescent. Globelites. (Lighting data sheet, C-4) Appl. author: Roland W. Tiemann. © 14Mar62; KK166880.

Fresh, crisp, airy daylight. Daylite fluorescent lamps. Appl. author: Roland W. Tiemann. © 10Jan62; KK166876.

The general trend in modern methods of illumination is toward higher foot-candle levels. Power-Lite fluorescent lamps. (Lighting applications, Power-Lite C-3) Appl. author: Roland W. Tiemann. © 11Apr61; KK166883.

Light output goes up as Hi-Safreen pierces the murky darkness. Appl. author: Roland W. Tiemann. © 7Mar62; KK166886.

Lighting gymnasiums or sport arenas. (Lighting applications, Fluomeric C-5) Appl. author: Roland W. Tiemann. © 18Apr62; KK166881.

A new concept in decor lighting. Flamescent. Appl. author: Roland W. Tiemann. © 21Feb62; KK166879.

Super delux 45, the fluorescent lamp that brings noon-time sun and sky indoors. Appl. author: Roland W. Tiemann. © 31May61; KK166885.

When does 8 = 9? Power-twist fluorescent tube. Appl. author: Roland W. Tiemann. © 16May62; KK166878.

World's sturdiest Par-38 Durex projector flood. 150 watt. Appl. author: Roland W. Tiemann. © 2May62; KK166887.

DUST-VAC CO.

Dust-King disposable vacuum cleaner bags. © Dust-Vac Co. (in notice: Dust-Vac); 4Oct61; KK165974.

Mrs. Kleen disposable vacuum cleaner bags. © Dust-Vac Co. (in notice: Dust-Vac); 22Sep61; KK165975.

DYNO MERCHANDISE CORP. ©

Sew-on appliques creates fashions in seconds. Trim Sets. © 28Dec61; KK164049.

E

ES. SEE Ethica Standard.

ETDC. SEE Early Times Distillery Co.

EAGLE IRON WORKS. ©

Now it's Autospec; now dial the sand gradations you want. Appl. author: Samuel G. Ford. © 5Jan62; KK163857.

EAGLE SHIRTMAKERS. ©

Endow the Afflerbach collection, or, nobody ever lost an Eagle Tabsnap under the dresser. (In The New Yorker, June 10, 1961, p.58) Appl. author: Weiner & Gossage, Inc. © 10Jun61; KK163636.

The Malachi Hogan scheme. (In The New Yorker, Oct. 7, 1961, p.183) Appl. author: Weiner & Gossage, Inc. © 7Oct61; KK163637.

Should you wear a bow tie with a button-down? (In The New Yorker, Aug. 19, 1961, p.67) Appl. author: Weiner & Gossage, Inc. © 19Aug61; KK163635.

Why wear less interesting shirts in Europe than you wear at home? Eagle Dacron shirts. (In New Yorker, Apr. 7, 1962, p.123-124) Appl. author: Weiner & Gossage, Inc. © 7Apr62; KK166759.

EARLY TIMES DISTILLERY CO. ©

Alabama or Arkansas cheer for the winner, then celebrate with the true old-style Kentucky bourbon. (In New Orleans states-item, Dec. 29, 1961, p.27) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 29Dec61; KK165280.

Early Times Christmas packaging to wrap up the biggest holiday sales ever. (In Beverage record, Nov. 1961, p.4) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Nov61; KK165283.

Enjoy songs of Early Times historic American song album. (In Playboy, Apr. 1962, p.32) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 15Mar62; KK166432.

Enjoy true old style bourbon. (In Philadelphia daily news, Oct. 12, 1961, p.49) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 12Oct61; KK165279.

Every ounce my man's whisky. (In Herald express, Los Angeles, Sept. 22, 1961, p.C-5) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 22Sep61; KK165289.

How to take the guessing out of giving. (In Newsweek, Nov. 6, 1961, p.2 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Nov61; KK164353.

Kentucky Derby record times. (In The Louisville times, May 3, 1962, p.15) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3May62; KK166427.

Kentucky straight bourbon whisky 86 proof. (In Daily press, Newport News, Nov. 20, 1961, p.5) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 20Nov61; KK166428.

A night to remember: a man, a girl and a drink or two of Early Times. (In Playboy, Dec. 1961, p.38) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 16Nov61; KK164351.

Now, new lower prices. (In Wisconsin beverage journal, June 1961, p.9) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Jun61; KK164354.

The right note in bourbon flavor, yours whenever you enjoy the smooth, solid taste of Early Times. (In Forward times, Houston, Jan. 27, 1962, p.3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 25Jan62; KK164350.

Take the guessing out of giving. [Couple by fireplace; hand holding glass, bottle & box] (In News-post, Baltimore, Nov. 3, 1961, p.2-C) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3Nov61; KK165282.

Take the guessing out of giving. [Fancy box] (In The Washington post, Nov. 1, 1961, p.C-5) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Nov61; KK165285.

Take the guessing out of giving. [Hand holding glass, bottle & box] (In Fresno bee, Nov. 16, 1961, p.1-D) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 16Nov61; KK165284.

A toast to Century 21. the Seattle World's Fair. (In The Seattle times, Apr. 13, 1962, p.C24) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 13Apr62; KK166433.

When day is done enjoy Kentucky's premium bourbon. (In Playboy, Nov. 1961, p.32) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 19Oct61; KK164352.

When flavor counts more than price, enjoy true old-style Kentucky bourbon. [Beach scene] (In Fort Wayne journal gazette, May 4, 1962, p.22) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4May62; KK166429.

When flavor counts more than price, enjoy true old-style Kentucky bourbon. [Bottle pouring into glass & bottle] (In Pittsburgh post gazette, May 3, 1962, p.33) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3May62; KK166435.

When flavor counts more than price, enjoy true old-style Kentucky bourbon. [Fox hunt scene] (In Fort Smith times record, Apr. 26, 1962, p.25) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 26Apr62; KK166434.

When flavor counts more than price, enjoy true old-style Kentucky bourbon. [Hand holding bottle & glass] (In Tacoma news tribune, Feb. 14, 1962, p.A-11) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 14Feb62; KK165287.

EARLY TIMES DISTILLERY CO.-Con.

When flavor counts more than price, enjoy true old-style Kentucky bourbon. [Hand holding glass above bottle] (In The Shreveport Journal, Jan. 12, 1962, p.A-11) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 12Jan62; KK165281.

When flavor counts more than price, enjoy true old-style Kentucky bourbon. [Party group; hand holding glass & bottle] (In Chicago daily news, Mar. 1, 1962, p.57) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Mar62; KK165288.

When flavor counts more than price, enjoy true old-style Kentucky bourbon. [Trophy scene] (In Seattle daily times, Mar. 2, 1962, section 1B) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2Mar62; KK165431.

When flavor counts more than price, enjoy true old-style Kentucky bourbon. [Two women & a man by fireplace; hand holding glass & bottle] (In Courier-Journal, Louisville, Jan. 5, 1962, section 2, p.4) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Jan62; KK165286.

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Happy Easter. Andre chocolate cocoa-nut cream Easter egg. 12 oz. net. © 1Mar62; KK165159.

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New Co-rec-kit corrects errors on spirit hectograph masters. © 5Feb62; KK166671.

EATON CHEMICAL CORP. ©

A new prestige product line. Spectrum leather finish suede. (In National cleaner and dyer, Mar. 1, 1962, p.149) © 1Mar62; KK165234.

Spectrum, a new prestige product line by the industry's most complete chemical specialist. Leather-finish suede. (In National cleaner & dyer, Mar. 1, 1962, p.149) © 1Mar62; KK165234.

EATON MANUFACTURING CO. FULLER TRANSMISSION DIVISION. ©

Service manual; model 4-B-75 auxiliary transmission. © 28Aug61; KK165086.

ECHLIN MANUFACTURING CO. UNITED PARTS DIVISION.

Make every stop a safe stop. United lifeguard brake parts. Now, a great new service feature, protect-a-cup. (In Service station management, June 1962, p.3 of cover) Appl. author: Ralph C. Jones. © United Parts Division, Echlin Manufacturing Co. (in notice: Echlin Manufacturing Co.); 12Jun62; KK166753.

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Argentine tango, 6 easy dance lessons. (Social dance series, S.D.6) © 15Nov61; KK163572.

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Rhythms and meter appreciation. (Living with rhythms series, RR 3) © 15Nov61; KK163568.

Samba, 5 easy dance lessons. (Social dance series, S.D.8) © 15Nov61; KK163570.

27 rhythms for physical fitness.

(Living with rhythms series, RR 4) © 1Nov61; KK163567.

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EL AL ISRAEL AIRLINES. ©

Item, stained glass windows; value, priceless; carrier, El Al. (In The Journal of commerce, Feb. 13, 1962, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 13Feb62; KK164547.

EL AL ISRAEL AIRLINES, LTD. ©

Athens is just a stone's throw away. (In New York herald tribune, Mar. 21, 1962, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 21Mar62; KK165199.

Does anybody still fly retail? (In The New York times, Mar. 7, 1962, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 7Mar62; KK164899.

Goodbye Broadway, hello Tel Aviv. (In The New York times, Apr. 11, 1962, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 11Apr62; KK165551.

If you have to close a fast real estate deal in Rome ... El Al flies non-stop to all 4. (In The New York times, May 1, 1962, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 1May62; KK166016.

Milk & honey department. Name, address, city, zone, state. (In The New York times, Feb. 25, 1962, p.XX 37) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb62; KK164898.

EL AL ISRAEL, LTD. ©

It'll never get off the ground. (In The New York times, May 31, 1962, p.28) Appl. author: Doyle Dane Bernbach, Inc. © 31May62; KK166582.

ELCO TOOL & SCREW CORP. ©

Elco aids for home and office. Appl. author: Charles R. Williams. 1962, issue no. 5. © 23May62; KK166465. 6. © 18Jun62; KK166864.

Elco aids for home and office. Appl. author: Walter Gustaf Larson. 1961; issue no. 12. © 20Dec61; KK163544. 1962, issue no. 1. © 26Jan62; KK164251. 2. © 7Mar62; KK165242. 3. © 23Mar62; KK165241. 4. © 19Apr62; KK165783.

ELECTROLUX CORP. ©

All new Electrolux turbo rug washer and floor polisher. © 16May62; KK166252.

ELECTROTHERMAL ENGINEERING, LTD. ©

Colover Concentrating Cell. London. (Publication no.355U) © 19Jan62; KKFO-28.

Heat-By-The-Yard; series HT. London. (Publication no.352P) © 10Feb62 (in notice: 1961); KKFO-32.

Heating mantles, series MY. London. (Publication no.357U) © 22Jan62; KKFO-26.

Extraction & Kjeldahl apparatus. London. (Publication no.360P) © 5Feb62; KKFO-33.

Flexible furnace. London. (Publication no.353U) © 17Nov61; KKFO-29.

Multi mantle; Multimantle series MV. London. (Publication no.359P) © 19Jan62; KKFO-27.

Thermocord, a rugged and flexible wind-on heating cable. London. (Publication no.356P) © 5Dec61; KKFO-31.

Thermowrap, a flexible, lightweight heater, modular or custom built. London. (Publication no.358U) © 8Jan62; KKFO-30.

ELIZABETH, SISTER.

God's plan of salvation in Christ. SEE Piux XII Religious Education Resource Center, Monroe, Mich.

ELLDEE LABORATORIES, INC. ©

Diet Rite, the high protein multi-purpose instant food. Appl. author: Laddie F. Dobry. © 2Jan62; KK163589.

EL PRODUCTO CIGAR CO. ©

Again this week on the Fight of the week, El Producto gives you the strongest advertising. (In United States tobacco journal, Mar. 1, 1962, p.19) © 1Mar62; KK164797.

Enjoy the La Palina difference; everyone does. The flavor stays in 'til your La Palina is out. (In The Detroit news, Oct. 1, 1961, p.7-D) © 10Oct61; KK163608.

EMERSON, JOHNSON, MACKAY, INC.

Smorgas cocktail nuts, salted but different. SEE Adams & Brooks, Inc.

EMPIRE PENCIL CO. ©

Pedigree, America's quality 6¢ pencil; cheaper, buy the dozen. (In Newsweek, Feb. 29, 1960, p.86) Appl. author: Joseph M. Bernstein. © 29Feb60; KK164468.

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The key to your surface protection, Waterlox transparent clear sealer and finish. 1 gallon U. S. measure. © 29Dec61; KK164680.

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Announcing the new Strato-View maps. (In The Instructor, Jan. 1962, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 18Dec61; KK163513.

ENDERS, ERNEST. ©

Jewels of the sea. © 8Feb62; KK165887.

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No matter how you sleep, tension ends here. Tension-Ease mattress. (In Ladies' home journal, Mar. 1960, p.173) Appl. author: Burt Goodman. © 29Mar60; KK165460.

Pricelless quality, economy priced. Miracle foam discovery, Airlon, with patented Tension-Ease foundation. (In Texas hotel review, Feb. 1962, p.2) Appl. author: Burt Goodman. © 20Feb62; KK165458.

Tension-Ease sleep ensembles, by Englander. (In Tourist court journal, Feb. 1962, p.81) Appl. author: Burt Goodman. © 25Jan62; KK165459.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©

The case of the crumbling estate. (In The Journal of commerce, New York, Feb. 20, 1962, p.5) Appl. author: Foote, Cone & Belding. © 20Feb62; KK165517.

Do your employees see you as a good guy, or a bad guy? (In The Wall Street journal, Jan. 31, 1962, p.3) Appl. author: Foote, Cone & Belding. © 31Jan62; KK165667.

Equitable announces exclusive new double benefit policy to help meet rising college costs. (In Life, Jan. 26, 1962, p.10-11) Appl. author: Foote, Cone & Belding. © 24Jan62; KK165097.

Equitable announces preliminary plans for a new Chicago skyscraper. Buildings. (In Chicago's American, Jan. 30, 1962, p.13) Appl. author: Foote, Cone & Belding. © 30Jan62; KK165265.

Equitable is a proud tradition in our family. [Fishing scene. Endorsed by Clarence D. Oakley, Sr.] (In Weekly underwriter, Apr. 14, 1962, p.3 of cover) Appl. author: Foote, Cone & Belding. © 14Apr62; KK165935.

Exclusive for companies with 10 to 24 employees. [Heads of employees] (In Nation's business, Jan. 1962, p.27) Appl. author: Foote, Cone & Belding. © 1Jan62; KK164280.

The group that never gripes. [Group of bosses & secretaries seated at desks] (In The Journal of commerce, June 16, 1961, p.2) Appl. author: Foote, Cone & Belding. © 16Jun61; KK164277.

How to keep a top man from being caught by your competition. (In The Journal of commerce, Feb. 6, 1962, p.5) Appl. author: Foote, Cone & Belding. © 6Feb62; KK165668.

It was a happy day when Jordan joined Equitable. [Endorsed by Roy J. Bayless] (In The Weekly underwriter, Mar. 10, 1962, p.4 of cover) Appl. author: Foote, Cone & Belding. © 10Mar62; KK165100.

It was law or insurance, and Bill chose Equitable. [Endorsed by Lisle Spencer] (In The Weekly underwriter, Jan. 27, 1962, p.7) Appl. author: Foote, Cone & Belding. © 27Jan62; KK164320.

It was my son's decision, and I'm glad he picked Equitable. Hyman Holtz is celebrating his 35th anniversary with the Society this year. (In The Weekly underwriter, Feb. 17, 1962, p.2 of cover) Appl. author: Foote, Cone & Belding. © 17Feb62; KK165098.

It's nice to have a millionaire in the family. [Hunting scene. Endorsed by R. Lee Montague] (In Weekly underwriter, Apr. 28, 1962, p.7) Appl. author: Foote, Cone & Belding. © 28Apr62; KK165936.

Look ahead; he's your boy. [Baby on man's shoulder] Photo by Ed Henderson. (In Sunday news, New York, Mar. 18, 1962, coloroto magazine section, p.29) Appl. author: Foote, Cone & Belding. © 17Mar62; KK165260.

Look ahead. You're up next, Dad. [Young boy in baseball pitching pose] (In Life, Apr. 27, 1962, p.91) Appl. author: Foote, Cone & Belding. © 23Apr62; KK166548.

Room for more? Sure, one Equitable family policy covers everybody but the St. Bernard. (In Life, Feb. 16, 1962, p.73) Appl. author: Foote, Cone & Belding. © 14Feb62; KK165099.

A smart farmer doesn't forget to mend his fences. [Pig squeezing under fence] (In Successful farming, Feb. 1962, p.131) Appl. author: Foote, Cone & Belding. © 5Jan62; KK164322.

There's a hitch to it. (In Farm journal, Mar. 1962, p.81) Appl. author: Foote, Cone & Belding. © 14Feb62; KK165102.

Three's not a crowd with an Equitable family policy. [Three little girls wearing raincoats, playing in puddle of water] (In Life, Apr. 13, 1962, p.90) Appl. author: Foote, Cone & Belding. © 11Apr62; KK165932.

What more does a fellow need? [Baby in cart in supermarket] Photo by Frank Cowan. (In This week magazine (New York herald tribune) Jan. 14, 1962, p.11) Appl. author: Foote, Cone & Belding. © 13Jan62; KK164276.

What would you do without your partner? (In The Journal of commerce, Mar. 27, 1962, p.5) Appl. author: Foote, Cone & Belding. © 27Mar62; KK165669.

What's cooking? [Wood stove in modern kitchen] (In Successful farming, May 1962, p.26) Appl. author: Foote, Cone & Belding. © 15Apr62; KK165937.

Where are the George Mikans of tomorrow? (In Sports illustrated, Dec. 11, 1961, p.10) Appl. author: Foote, Cone & Belding. © 8Dec61; KK164182.

Will he mow 'em down like Ching Johnson? Illus.: Signed: Robert Riger. (In Sports illustrated, Jan. 15, 1962, p.47) Appl. author: Foote, Cone & Belding. © 12Jan62; KK164319.

Will he slam the ball like Sam Snead? [Sam Snead & boy with set of golf clubs] Illus.: Signed: Robert Riger. (In Sports illustrated, Apr. 16, 1962, p.53) Appl. author: Foote, Cone & Belding. © 13Apr62; KK165934.

Will he soar through the air like Art Devlin? Illus.: Signed: Robert Riger. (In Sports illustrated, Feb. 26, 1962, p.55) Appl. author: Foote, Cone & Belding. © 23Feb62; KK165261.

Will his serve sizzle like Jack Kramer's? Tennis players. Illus.: Signed: Robert Riger. (In Sports illustrated, May 21, 1962, p.101) Appl. author: Foote, Cone & Belding. © 17May62; KK166545.

Will she be an Olympic champ like Carol Heiss? (In Sports illustrated, Feb. 5, 1962, p.1) Appl. author: Foote, Cone & Belding. © 2Feb62; KK165670.

Will there ever be another Babe Ruth? Illus.: Signed: Robert Riger. (In Sports illustrated, Apr. 9, 1962, p.15) Appl. author: Foote, Cone & Belding. © 5Apr62; KK166544.

Will there ever be another Red Grange? Illus.: Signed: Robert Riger. (In Sports illustrated, Sept. 18, 1961, p.10) Appl. author: Foote, Cone & Belding. © 14Sep61; KK164321.

EROS MAGAZINE, INC. ©

Eros, a new quarterly on the joy of love. NM: revision. © 12Mar62; KK164901.

Eros, a new quarterly on the joy of love. (In The New leader, Feb. 5, 1962, p.18-19) NM: revisions & additions. © 5Feb62; KK164307.

A new quarterly on the joy of love, Eros. NM: revisions & additions. © 5Jan62; KK163695.

There's still time to become a charter subscriber to Eros, a new quarterly on the joy of love. (In This world (San Francisco Sunday chronicle) May 13, 1962, p.21) Appl. author: Ralph Ginsburg. © 13May62; KK166392.

ETERNA WATCH CO. OF AMERICA. ©

Never sell a watch to a friend, unless it's Eterna. (In Southern jeweler, Apr. 16, 1962, p.20) Appl. author: L. C. Gumbinner Advertising Agency. © 15Apr62; KK165591.

ETERNA WATCH CO. OF AMERICA, INC. ©

Pure genius, at a profit. This is the new Cellini, by Eterna-Matic. (In National jeweler, Nov. 1961, p.29) Appl. author: L. C. Gumbinner Advertising Agency. © Eterna, a.a.d.o. Eterna Watch Co. of America, Inc.; 1Nov61; KK164018.

Pure genius, 14K. This is the Cellini, by Eterna-Matic. (In The New Yorker, Oct. 28, 1961, p.27) Appl. author: L. C. Gumbinner Advertising Agency. © 26Oct61; KK164017.

ETHICA STANDARD.

Nitrong, controlled release tablets. An effective drug to prevent seizures in angina pectoris. © ES a.a.d.o. Ethica Standard, division of U. S. Ethicals, Inc.; 26Dec61; KK164778.

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Ultimum 112 ac-dc. (Application bulletin no.1) © 17May62; KK166787.

Ultimum 112 ac-dc. (Application bulletin no.2) © 18May62; KK166786.

Ultimum 112 ac-dc, the solid carbide ultra-hard overlay for ferrous metals. © 16May62; KK166785.

Ultimum 112 market letter no.1, May 1962. © 14May62; KK166784.

EVEREST RECORD DIVISION. BELOCK INSTRUMENT CORP. SEE

Belock Instrument Corp. Everest Record Division.

EVERLASTING VALVE CO. ©

Duplex blow-off valves. (Bulletin 300) Appl. author: William A. Cather. © 28Dec61; KK164108.

EVERSWEET FOODS, INC. ©

How to succeed in the orange juice business by really trying. (In Chicago daily tribune, Apr. 3, 1962, pt.3, p.1) Appl. author: Doyle Dane Bernbach, Inc. © 3Apr62; KK165961.

EXECUTONE, INC. ©

How Executone gives you more benefits than any other intercom, including your telephone. © 14Sep61; KK164023.

New from Executone, 100 series full-communication intercom system. © 12Sep61; KK163542.

New from Executone, 700 series central control intercom system. © 2Mar61; KK163512.

New from Executone, 600 series single conversation intercom system. © 6Sep61; KK163511.

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F. & B. MANUFACTURING CO. ©

Count on us to use Filko advert'sing; here's our rush order for KP kits promotional material. Appl. author: Stevens & Kirkland, Inc. © 18May62; KK166417.

I keep this guide card posted right at my Filko ignition service center. (In Southern automotive journal, Oct. 1961, p.108) Appl. author: Hanson & Stevens, Inc. © 6Oct61; KK165386.

In carburetor tune-up, the finest tip is Viton. Filko KP kit. Appl. author: Stevens & Kirkland, Inc. © 21May62; KK166416.

In carburetor tune-up, the newest, the finest tip, we have it. Filko KP kits. Appl. author: Stevens & Kirkland, Inc. © 14May62; KK166418.

It isn't a bit too early to get ready for the biggest year yet in small engine ignition. Filko. (In Southern automotive journal, Feb. 1962, p.4) Appl. author: Hanson & Stevens, Inc. © 8Feb62; KK165181.

Now comes a new crown jewel: Filko KP kits for carburetor tune-up. (In Jobber topics, Feb. 1962, insert, p.263,266) Appl. author: Hanson & Stevens, Inc. © 10Feb62; KK165382.

FBA METAL PRODUCTS CO.

Lawn butler. © Fred B. Adamson d.b.a. FBA Metal Products Co.; 18Apr62; KK166619.

F. M. C. SEE Flame Manufacturing Co.

F. M. PRODUCTS.

Steamex, amazing jet-action nicotine & grit removing pipe purifier. Directions for use. Appl. states prev. reg. KK163459. NM: revision. © Fredric Marland d.b.a. F. M. Products; 20Mar62; KK165011.

F. M. PRODUCTS.-Con.

Steamex brand; attention Mr. Pipe-smoker. Pipe purifier. © Fredric Marland d.b.a. F. M. Products; 9Apr62; KK165482.

FABER (EBERHARD) TOY & GAME CO., INC. ©
Topple chairs, fun for all ages, an exciting new game of balancing. (5360) © 27Mar62; KK165311.

FACTOR (MAX) & CO. ©

The chic ... Ooh la California new Sun Pastel lipsticks by Max Factor. (In Glamour, Mar. 1962, p.18-19) © Max Factor & Co. (in notice: Max Factor); 22Feb62; KK164682.

Let's get pretty, by Barbara Factor. Fashion's face, the sunlit look, pretty to your fingertips, caught red-handed. (In Ingenue, Jan. 1962, p.12) © 26Dec61 (in notice: 1962); KK163809.

Max Factor pours the sun ... into 3 incredibly brilliant new lip colors; California sun colors. (In Seventeen, Apr. 1960, p.29) © 1Apr60; KK165882.

A new idea ... Fashion Matte Nail Satin in Ooh la California colors. (In Glamour, Mar. 1962, p.20-21) © Max Factor & Co. (in notice: Max Factor); 22Feb62; KK164681.

This powerful new antibiotic foam starts working tonight to let you wake up tomorrow with a clearer skin. Skin Clear. (In Seventeen, Apr. 1960, p.92) © 1Apr60; KK165883.

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Trucks are as tools, job fitted. The proper tools: Fairbanks trucks make light work of handling bulky merchandise. © 25Mar62; KK166495.

FAIRBANKS WARD INDUSTRIES, INC. ©

Decorated dinnerware for every occasion. Roessler-Kirk Jewelers. (In Leader-tribune, Jan. 19, 1962, p.5) Appl. author: Morton Winston. © 19Jan62; KK164336.

11-pc. extra heavy lifetime guaranteed cast aluminum set. George E. Allen Hardware. (In Oregon statesman, Jan. 7, 1962, comic section) Appl. author: Morton Winston. © 7Jan62; KK164337.

Sale; special purchase of the sensational Whirl-O-Matic A.S.A.-approved 22" power mower. (In Statesman-journal, Feb. 4, 1962, comics) © 4Feb62; KK165254.

FALSTAFF BREWING CO. ©

Enjoy light hearted Falstaff beer. Appl. author: Paul Gioni. © 1Jan62; KK164436.

FAM (J. B.) CO. ©

Follow thru. Right media selection for your advertising. (In Food mart news, Jan. 12, 1962, p.7) Appl. author: Jack Barry. © 12Jan62; KK164134.

Sam's world famous frozen cheese cake. Miss Sam's Cheese Cake for January, Mickey Jines. (In Food mart news, Jan. 12, 1962, p.7) Appl. author: Jack Barry. © 12Jan62; KK164133.

FAN RECORD CO. ©

Claudia's letter, the authentic letter as written by the wife of Pontius Pilate, reverently narrated by Verti Lambert Spencer. Fan 1001. © Fan a.a.d.o. Fan Record Co.; 15Aug61; KK163639.

Claudia's letter, the authentic letter written by the wife of Pontius Pilate. Narrated by Marjorie Lord; orchestra and choir music by Earle Hagen. Fan 1002. © 21Apr62; KK166141.

FARRELL, JAMES EDWARD. ©

Bowl a word, a fascinating word game. © 20Dec61; KK164383.

FARRO, RUBEN. SEE Diamond Art.

FASHION HOME.

Decorator tweed embossed men's shoe bag. No.7214. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 23May57; KK166163.

Deluxe blanket bag. No.7520. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 26Jun57; KK166167.

Deluxe quilt garment bags. No.5322. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 26Jun57; KK166179.

Deluxe quilt ladies shoe bag. No.7220. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 27Jun57; KK166165.

Economy storage garment bags.

No.5101. This package contains one. Appl. author: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 9May57; KK166160.

Electronic quilt garment bag; jumbo suit size. No.5412C. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 26Jan59; KK166157.

5 star feature blanket bag. No.5710. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 22May57; KK166169.

5 star feature garment bags. No.5210. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 9May57; KK166183.

Garment bag, jumbo size; window clear front. No.5200. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 26Jan59; KK166162.

Imperial deluxe garment bag; jumbo dress size. No.5510. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 2Feb59; KK166176.

Jumbo garment bag. No.5149. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 27Oct59; KK166173.

Leatherette embossed men's shoe bag. No.7211. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 24May57; KK166164.

Modernistic stripe garment bags. No.5270. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 22May57; KK166180.

Modernistic stripe ladies shoe bag. No.7270. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 24May57; KK166166.

Modernistic stripe quilted print blanket bag. No.5770. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson

Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 28May57; KK166170.

Money saving quilted garment bags. No.5130. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 3May57; KK166178.

Moth crystal. Fashion Home, deluxe quilt garment bag; jumbo suit size. No.5323. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 16Nov59; KK166175.

Special value blanket bag. No.5745. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 3May57; KK166159.

Spring garden quilted print blanket bag. No.5765. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 28May57; KK166168.

Spring garden quilted print garment bags. No.5265. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 22May57; KK166158.

Spring garden quilted print ladies shoe bag. No.7265. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 24May57; KK166172.

This package contains one jumbo garment bag. No.5140. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 27Jun57; KK166182.

This package contains one jumbo garment bag. No.5145. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 22May57; KK166181.

This package contains 2 clear heavy gauge polyethylene plastic sweater bags. No.9509. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 11May59; KK166171.

3 hook quilted garment bag. No.5165. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 28Jan59; KK166161.

FASTIDLER CO. ©

Fastidler, the economical way to charge a weak battery, warm your car on cold mornings. Appl. author: Joseph Edward Spear. © 9Mar62; KK165277.

FEATURE PRODUCTS, INC. ©

Use and care, world's fastest food preparation appliance, Veg-O-Matic. Item no.707. © 1Nov61; KK163524.

FEDERAL PUBLICATIONS, INC. ©

The man at the top reads The Government contractor. © 30Mar62; KK165666.

FELT PRODUCTS MANUFACTURING CO. ©

A balanced design thin head gasket. Fel-Pro Shim-Bestos. (In Southern automotive journal, Mar. 1962, p.4) Appl. author: Hanson & Stevens, Inc. © 8Mar62; KK165180.

A new balanced design thin head gasket solves replacement problems. Fel-Pro Shim-Bestos. (In Motor age, Jan. 1962, p.32) Appl. author: Hanson & Stevens, Inc. © 15Jan62; KK165778.

A new balanced-design thin head gas-ket stops burnouts and leakage. Fel-Pro Shim-Bestos. (In Motor age, Mar. 1962, p.36) Appl. author: Hanson & Stevens, Inc. © 15Mar62; KK165384.

FENTON LABEL CO. ©

Fent-O-Seal; now you can also have the famous Fenton high quality in pressure sensitive labels. Folder. © 1Feb62; KK164632.

FERGUSON-LANDER BOX CO.

Myna Ann ice cream. Bulk vanilla. One gallon liquid. F-L 201. Appl. author: Robert A. Morris, president. © 15May62; KK166618.

FIELD (HENRY) SEED & NURSERY CO. ©

Henry Field's Black Boy, a unique new glad that's unbelievably beautiful. (In Flower and garden, Feb. 1962, p.23) Appl. author: Lee E. Gingery. © 19Jan62; KK165566.

FIELDS HOME PRODUCTS, INC. ©

Dish sponge with detergent dispensing handle. © 18Apr62; KK166606.

Hi-Gene beauty bath sponge with contour design. © 4May62; KK166605.

Tobo's animal circus bath sponge. © 18Apr62; KK166607.

FILTER PRODUCTS DIVISION, JOHNSON & JOHNSON.

SEE Johnson & Johnson. Filter Products Division.

FINISHINE LABORATORIES, INC. ©

Amazing new product: Multispray, completely portable low-cost, multiple spray unit; sprays one to five colors easily, separately. Appl. author: Elmore W. Hagadorn. © 1Feb62 (in notice: 1961); KK164984.

FIRE KING CO., INC. ©

Family of five perishes in fire. Fire spreads with lightning speed. © 20Nov61; KK163814. This may save your life, and the lives of your loved ones. It's the Fire King fire alarm. © 28Nov61; KK163815.

FIRESTONE TIRE & RUBBER CO. ©

Airmounts that muffle 2,500 tons of machinery vibrations: a revolutionary contribution from the six fields of Firestone. (In Newsweek, Mar. 7, 1960, p.42-43) © 7Mar60; KK165054.

Firestones have the toughest casings I've ever seen in a tractor tire, says Glen R. Murphy, Wilmington, Ohio. (In Successful farming, Mar. 1960, p.48) © 1Mar60; KK165448.

Keeping pace with America's pyramid-ing population, the trucking industry. (In The Saturday evening post, Apr. 30, 1960, p.14-15) © 30Apr60; KK165541.

Making big loads travel light, hauling problem with an Airide solution from the six fields of Firestone. (In Business week, Feb. 27, 1960, p.54-55) © 27Feb60; KK164631.

Revolutionary break-through in tire manufacture. New Firestone nylon 500 with Power tread. (In The Saturday evening post, May 28, 1960, p.64-65) © 28May60; KK165622.

Torque toughened; new pull power plus double mileage with Firestone's drive-wheel tire. Super mileage Transport cross bar. (In Go, Apr. 1960, p.57) © 1Apr60; KK166026.

Tough tires keep big loads moving along stump avenue. (In Popular science, Apr. 1960, p.6-7) © 1Apr60; KK166969.

Trail-breaking tires help wilderness express bring in brush-country oil. (In Popular mechanics, Mar. 1960, p.72-73) © 1Mar60; KK165055.

FIRST FEDERAL SAVINGS & LOAN ASSN. OF CHICAGO. ©

At First Federal of Chicago, all earnings go to savers. (In Chicago tribune, Dec. 30, 1961, pt.2, p.3) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 30Dec61; KK163988.

Give your savings the strength and protection of Chicago's First Federal Savings. (In Chicago tribune, Dec. 22, 1961, pt.2, p.2) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 22Dec61; KK163987.

140,000 savers enjoy the strength and protection of Chicago's great First Federal Savings. (In Chicago tribune, Dec. 27, 1961, pt.1, p.18) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 27Dec61; KK163989.

FIRST SMALL BUSINESS INVESTMENT CO. OF LOS ANGELES. ©

Do you need additional capital? © 2Feb62; KK164534.

FISHER FLOURING MILLS CO. ©

Alaska brand hard wheat bleached, enriched flour. Net wt. 25 lbs. © 11Jun62; KK166965.

FISHER-PRICE TOYS, INC. ©

Big Bill Pelican. For boys and girls 1-4 years. No.794. NM: revisions. © 22Mar62; KK166075.

Jack 'N Jill Tv-radio, for boys and girls 2-6 years. No.148. NM: pictorial material. © 28Dec61; KK164299.

Talk-back telephone, for boys and girls ages 2 to 6. No.747. NM: pictorial & text material. © 28Dec61; KK164300.

Ten little Indians TV-radio, for boys and girls 2 to 6. No.159. NM: pictorial material. © 8Jan62 (in notice: 1961); KK164301.

Tiny Teddy, the musical bear, for boys and girls ages 1 to 4. No.635. NM: pictorial material. © 15Jan62; KK164302.

FLAMBEAU PLASTICS CORP.

Party-cones ice cream cup. No.1140. Skinpak backing card. © Flambeau a.a.d.o. Flambeau Plastics Corp.; 20Apr62; KK166321.

FLAME MANUFACTURING CO. ©

Colorkist fire, colored flames. Minimum net weight 5 ozs. when packed. © V. R. Williams d.b.a. Flame Manufacturing Co.; 18Sep61; KK164000.

FLORIDA CITRUS COMMISSION. ©

Captured, the fabulous fresh flavor of Florida grapefruit juice. Glass next to cake of ice. (In The Boston globe, Nov. 9, 1961, p.28) Appl. author: Benton & Bowles, Inc. © 9Nov61; KK163972.

Captured, the wonderful flavor of fresh Florida grapefruit juice. Glass on cake of ice. (In The Philadelphia inquirer magazine, Nov. 19, 1961, p.27) Appl. author: Benton & Bowles, Inc. © 19Nov61; KK163973.

Delicious idea from Florida, the sunny sundae. Fresh-frozen concentrated orange juice. (In Life, Aug. 4, 1961, p.31) Appl. author: Benton & Bowles, Inc. © 2Aug61; KK163903.

Enjoy the break that does more than refresh; an orange juice break is the quickest, most refreshing way. Juice pouring from can. (In The Saturday evening post, Nov. 11, 1961, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 7Nov61; KK163976.

Enjoy the break that does more than refresh, just open the carton and pour for the vitamin C and energy you need after work or play. Chill-

ed orange juice. (In Life, Nov. 10, 1961, p.15) Appl. author: Benton & Bowles, Inc. © 8Nov61; KK163974.

Fight colds. Healthful canned orange juice from Florida, nature's powerhouse of Vitamin C. (In Life, Mar. 7, 1960, p.124) Appl. author: Benton & Bowles, Inc. © 4Mar60; KK164770.

Fight colds 5 ways with grapefruit juice. (In Life, Dec. 1, 1961, p.60) Appl. author: Benton & Bowles, Inc. © 29Nov61; KK164163.

Fight colds naturally. Right now she needs orange juice even more to provide natural Vitamin C, vital liquids and energy. (In The Saturday evening post, Dec. 9, 1961, p.41) Appl. author: Benton & Bowles, Inc. © 5Dec61; KK164165.

Here's to your health with wonderful grapefruit coolers. (In Life, Sept. 8, 1961, p.126) Appl. author: Benton & Bowles, Inc. © 6Sep61; KK163904.

How does an orange juice break help protect her? Refreshing orange juice after play replaces energy and Vitamin C she's used up since breakfast. Little girl with brown bangs. (In Life, Nov. 24, 1961, p.108) Appl. author: Benton & Bowles, Inc. © 22Nov61; KK164166.

Tangerines just in from Florida: tangerine bowl time. (In The Philadelphia inquirer, Dec. 10, 1961, magazine section, p.28) Appl. author: Benton & Bowles, Inc. © 10Dec61; KK164168.

A vintage crop from Florida. Fresh Florida grapefruit. (In The Sun, Baltimore, Nov. 30, 1961, p.3-F) Appl. author: Benton & Bowles, Inc. © 30Nov61; KK164167.

Why is her orange juice break so important? [Girl in hat] (In Life, Nov. 3, 1961, p.26) Appl. author: Benton & Bowles, Inc. © 1Nov61; KK162977.

FLORIDA REALTY CENTER, INC. ©

Florida Realty Center, Inc., gives you 4 for 1. (In Miami herald, Apr. 20, 1962, p.20C) © 20Apr62; KK165659.

FLORIO (JOSEPH A.) INC. ©

Joseph Florio introduces his personalized new push-up permanent wave. (In Columbus dispatch, Apr. 22, 1962, p.18C) Appl. author: Joseph A. Florio. © 22Apr62; KK165857.

FLUKE (JOHN) MANUFACTURING CO., INC.

Instruments, components. (Catalog F-162) NM: additions. © 2Jan62; KK164191.

FOLDING FURNITURE DIVISION, SHWAYDER BROS., INC. SEE Shwayder Bros., Inc. Folding Furniture Division.

FORD MOTOR CO. ©

Accessory installation, air conditioner & heater. Thunderbird. I. S. 633. Fomoco. Sheet 1-10. © 14Sep61; KK163758.

Accessory installation, air conditioner & heater models, all 8 cylinder. Ford. I. S. 693. Fomoco. Sheet 1-9. © 1Sep61; KK163773.

Accessory installation, back-up lamps. Fairlane. I. S. 626. Fomoco. Sheet 1-2. © 18Aug61; KK163752.

Accessory installation, cigar lighter. Fairlane. I. S. 603. Fomoco. © 21Jul61; KK163734.

Accessory installation, heater & defroster. Ford. I. S. 696. Fomoco. Sheet 1-2. © 14Sep61; KK163768.

Accessory installation, heater & defroster. Thunderbird. I. S. 637. Fomoco. Sheet 1-5. © 22Sep61; KK163753.

Accessory installation, heater & defroster (fresh air) series C-550 thru C-1100 & CT-750 thru CT-950. Truck, tilt cab. I. S. 690. Fomoco. Sheet 1-5. © 18Oct61; KK163761.

FORD MOTOR CO.-Con.

- Accessory installation, heater & defroster (recirculating) series C-550 thru C-1100 & CT-750 thru CT-950. Truck, tilt cab. I. S. 689. Fomoco. Sheet 1-4. © 14Sep61; KK163771.
- Accessory installation, heater (gasoline) Econoline. SK-CIUF-18455-C. Fomoco. Sheet 1, 3 rev. © 22Aug61; KK163732.
- Accessory installation, radio antenna models, all except 71. Ford. I. S. 694. Fomoco. Sheet 1-2. © 10Oct61; KK163736.
- Accessory installation, radio antenna (standard) Fairlane-Meteor. I. S. 658-A. Fomoco. [Sheet] 1-2. © 28Sep61; KK163759.
- Accessory installation, radio antenna (standard) models, all. Ford-Mercury. I. S. 635-A. Fomoco. Sheet 1-3. © 4Sep61; KK163770.
- Accessory installation, radio receiver (push button) Ford. I. S. 649. Fomoco. Sheet 1-2. © 14Jul61; KK163735.
- Accessory installation, turn signals for series F-100 & F-250, all except F-250 (4 x 4) Truck, conventional. I. S. 657. Fomoco. © 4Aug61; KK163733.
- Air conditioner and heater accessory kit, 1962 Thunderbird; installation procedure. I. S. 692. Fomoco. Sheet 1-9. © 14Sep61; KK163757.
- B9AB-17B678-A kit, rear view mirror cement; installation instructions. I. S. 672-A. Fomoco. Sheet 1-2. © 27Nov61; KK163744.
- Fairlane-Meteor power steering linkage kit installation procedure. I. S. 673. Fomoco. Sheet 1-2. © 14Sep61; KK163742.
- Fairlane-Meteor power steering pump kit, 8 cylinder engine with air conditioning installation procedure. I. S. 713. Fomoco. Sheet 1-5. © 14Dec61; KK163767.
- Fairlane Meteor power steering pump kit, 8 cylinder, installation procedure. I. S. 682. Fomoco. Sheet 1-3. © 20Sep61; KK163740.
- Fairlane-Meteor power steering pump kit, 6 cylinder, installation procedure. I. S. 681. Fomoco. Sheet 1-3. © 20Sep61; KK163741.
- Freshaire heater accessory kit, Ford and Mercury; installation procedure. I. S. 676. Fomoco. Sheet 1-3. © 14Sep61; KK163743.
- Front seat belt kit, all models; installation kit. I. S. 622. Fomoco. © 10Jul61; KK163751.
- Heater & defroster; installation kit. SK-CODF-18455-G. Fomoco. Sheet 1-2. © 14Sep61; KK163769.
- Moulding door outside rear edge; installation. I. S. 662. Fomoco. © 24Aug61; KK163750.
- Moulding door outside rear edge; installation. I. S. 663. Fomoco. © 24Aug61; KK163763.
- 1962 Thunderbird; installation procedure heater accessory kit. I. S. 703. Fomoco. Sheet 1-4. © 22Sep61; KK163754.
- P/steering installation procedure, 292 eng. less a/c. I. S. 699. Fomoco. © 20Oct61; KK163746.
- Plate assy. transmission gear shift lever opening cover; installation. I. S. 666. Fomoco. With template A-C. © 20Sep61; KK163760.
- Power steering installation procedure, 352-390 engine less a/c. I. S. 701. Fomoco. © 20Oct61; KK163748.
- Power steering installation procedure, 352-390 engine with a/c. I. S. 702. Fomoco. © 20Oct61; KK163749.
- Power steering installation procedure, 292 eng. with a/c. I. S. 698. Fomoco. © 20Oct61; KK163745.
- Power steering installation procedure, 223 eng. I. S. 700. Fomoco. © 20Oct61; KK163747.
- Power steering linkage; installation kit. Fairlane & Meteor. I. S. 651. Fomoco. © 20Sep61; KK163739.
- Power steering pump; installation kit. Fairlane & Meteor, 6 cyl. 170 eng. I. S. 721. Fomoco. © 20Dec61; KK163766.
- Power steering with air conditioning; installation kit. Fairlane & Meteor, 8 cyl. I. S. 712. Sheet 1-2. © 16Nov61; KK163765.
- Rear turn signal lamp, series F-100 & F-250 (model 66 only); installation kit. Conventional cab. I. S. 587. Fomoco. © 25Oct60; KK163738.
- Rear view mirror, outside; installation kit. I. S. 631. Fomoco. © 18Sep61; KK163737.
- Selectaire conditioner accessory kit, Ford 8-cylinder; installation procedure. I. S. 680. Fomoco. [Sheet] 1-8. © 1Sep61; KK163772.
- Washer assy. windshield; installation. I. S. 645. Fomoco. Sheet 1-2. © 24Aug61; KK163762.
- Washer assy. windshield; installation. I. S. 684. Fomoco. © 1Sep61; KK163756.
- Washer assy. windshield; installation. I. S. 685. Fomoco. © 1Sep61; KK163755.
- Washer assy. windshield; installation. I. S. 725. Fomoco. © 1Dec61; KK163764.
- Windshield washer assembly; installation kit. I. S. 661. Fomoco. Sheet 1-2. © 1Sep61; KK163774.
- FOREMOST DAIRIES. ©
Rainbow; orange-raspberry-pineapple sherbet. One pint. © 12Dec61; KK165641.
- Raspberry sherbet. One pint. © 12Dec61; KK165640.
- FOREMOST DAIRIES, INC. ©
Ice cream. (Half gallon Sealright ice cream container) © 26Dec61; KK165645.
- Lime sherbet. One pint. © 12Dec61; KK165643.
- Orange sherbet. One pint. © 12Dec61; KK165644.
- Pineapple sherbet. One pint. © 12Dec61; KK165642.
- Sherbet. (Half gallon Sealright sherbet container) © 12Jan62; KK165646.
- FOREMOST PLASTICS, INC. ©
Lightweight, rigid Colapso cooler for picnics, trips. Appl. author: Herbert S. Chase. © 2Nov59; KK164491.
- FORMULA 409, INC. ©
Formula 409, as dependable as the U. S. mail. Spray cleaner. (5M462F) © 1May62; KK166070.
- FORT HOWARD PAPER CO. ©
Page soft, gentle tissue. Four 650 sheet rolls. © 4Dec61; KK164497.
- When America dines out, Fort Howard paper products are there. (In U. S. news & world report, Jan. 11, 1960, p.78) © 11Jan60; KK165273.
- FOUGERA (E.) & CO., INC. ©
Replace the salt, keep all the flavor, with Diasal, sodium-free salt substitute. (In Today's health, Jan. 1960, p.63) © 18Dec59; KK165456.
- FRAM CORP. ©
Big league special. Mickey Mantle baseball glove, pro design, by Rawlings absolutely free. D-31. Appl. author: John A. Wiegand. © 5Dec61 (in notice: 1962); KK166915.
- Dealer inventory profit plan. Oil filters. Appl. author: Charles E. Weygand. © 15Dec61 (in notice: 1962); KK166912.
- Every two seconds a filter made by Fram is being installed as original equipment. Oil filter. Appl. author: John A. Wiegand. © 5Dec61 (in notice: 1962); KK166908.
- Free gifts for the whole family. Million dollar giveaway. Appl. author: John A. Wiegand. © 5Dec61 (in notice: 1962); KK166907.
- Hey, Dad! Mickey Mantle baseball glove. Poster. Appl. author: John A. Wiegand. © 5Dec61 (in notice: 1962); KK166919.
- Honest injun, fresh Fram air filters save up to 3¢ a gallon on gas. Appl. author: John A. Wiegand. © 15Dec61 (in notice: 1962); KK166917.
- Merchandising handbook featuring 12 steps to increase service station volume and profit. Giant outdoor display banner AH-1453. Appl. author: John A. Wiegand. © 15Dec61 (in notice: 1962); KK166910.
- Million dollar giveaway gift certificate book. Sell Fram Wear-Guard filters. Appl. author: John A. Wiegand. © 5Dec61 (in notice: 1962); KK166914.
- New Fram Inspect-O-Scope Mark II, another great Fram first. Appl. author: John A. Wiegand. © 15Dec61; KK166909.
- 1962 filter replacement cartridge checker. Change 'em now. Fram Wear-Guard filters. Appl. author: Charles E. Weygand. © 5Dec61 (in notice: 1962); KK166918.
- Stock check order form. Fast selling oil filter cartridges. Appl. author: Charles E. Weygand. © 5Dec61 (in notice: 1962); KK166913.
- Ugh! Time for filter change. Oil filters. Poster. Appl. author: John A. Wiegand. © 15Dec61 (in notice: 1962); KK166916.
- Wear-guard filters. Oil filters. Appl. author: Charles E. Weygand. © 5Dec61 (in notice: 1962); KK166911.
- FRANCOISE, pseud. SEE Seignobosc, Francoise.
- FRANKEL SHOPS, INC. ©
Cushy job. (In Newsday, May 7, 1962, p.6) © 7May62; KK166009.
- Good heavens, Gwen, did you decorate it yourself? (In Newsday, May 21, 1962, p.6) © 21May62; KK166393.
- Have fabrics, will travel. (In Newsday, Apr. 23, 1962, p.6) © 23Apr62; KK165704.
- Shattering experience. (In Newsday, June 11, 1962, p. 6) © 11Jun62; KK166684.
- A tablecloth makes all the difference. (In Newsday, Apr. 9, 1962, p.6) © 9Apr62; KK165407.
- FRANKLIN PUB. CO. ©
Enclosed find check. Appl. author: Thomas J. Surface. © 5Mar62; KK165154.
- FRANKONIA PRODUCTS, INC.
Rambler Classic station wagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.; 8Jan62; KK164377.
- Renault dauphine. (International scale model sportcar series) © Frankonia, a.a.d.o. Frankonia Products, Inc.; 2Jan62; KK164079.
- Volkswagen sedan. (International scale model sportcar series) © Frankonia, a.a.d.o. Frankonia Products, Inc.; 8Jan62; KK164376.
- FREEMAN, FRANK. ©
Natural sleep. © 8May62; KK166003.
- FREEMAN SHOE CORP. ©
Color right, travel light in new footwear fashions. Gold'n spice. (In Sports illustrated, Mar. 7, 1960, p. 65) Appl. author: Howard Monk Advertising Agency. © 3Mar60; KK166718.
- FREIRIA, A. CIVIDANES. ©
Jack in the box, fine shoes for youngsters. By M. B. Claiff & Sons, Inc. Shoe carton. © 26Feb62; KK164695.

FRIBERG, A.
Mountie and guide in canoe, leaping trout. SEE Northwest Paper Co.
Mountie and husky dog. SEE Northwest Paper Co.

FRIDEN, INC. ©
This is no problem at Lockheed.
Model SRW calculator. (In Control engineering, June 1960, p.197)
© 25May60; KK163508.

FRIER, JOHN. SEE Alox Manufacturing Co.

FRITO CO. ©
No extra handling, no coupons, no delay; free flower seeds on the bag, free to your customers. (In Chain store age, Feb. 1960) © 2Feb60; KK166319.

FRONTIER ELECTRONICS CO. ©
From Frontier, absolute reliability on subminiature frequency control devices. (In Missiles & rockets, May 29, 1961, p.97) Appl. author: Robert H. Blake. © 29May61; KK164029.
Frontier proven on major missile and military systems; extreme accuracy, absolute reliability, subminiature packaging on these frequency, time digital products. (In Electronic engineers master catalog 1961-1962, p.678) Appl. author: Robert H. Blake. © 1Jun61; KK164741.
New, from Frontier: compact, rugged UHF telemetering transmitter. (In Missile design & development, Mar. 1961, p.76) Appl. author: Robert H. Blake. © 1Mar61; KK164027.
Proven on major missile and military systems, extreme accuracy ... on these frequency, time, digital products. (In Aircraft & missiles, Mar. 1961, p.170) Appl. author: Robert H. Blake. © 1Mar61; KK164028.

FULLER TRANSMISSION DIVISION, EATON MANUFACTURING CO. SEE Eaton Manufacturing Co. Fuller Transmission Division.

G

G DISTRIB-CO.
Acoustex texture plaster additive.
NM: new matter. © Nicholas R. Gee d.b.a. G Distrib-Co.; 11Nov61; KK164989.
Soil extender. NM: new matter. © Nicholas R. Gee d.b.a. G Distrib-Co.; 11Nov61; KK164990.

G. F. C. SEE General Foods Corp.

GAME WINNER SPORTSWEAR. ©
Hunting, fishing, camping sports-wear for outdoorsmen. Appl. author: Opp-Textiles, Inc. © 13Oct61; KK163851.

GANDY CO. ©
Granular chemical broadcast applicators. Lo-Hi bands or broadcasts granular chemicals. Appl. author: Ebenhard S. Gandrud. © 2Jan62; KK163811.

GANINE, PETER. ©
Classic, by Ganine. No.1494.
© 18Jun61; KK166352.

GANT SHIRTMAKERS.
This is what makes a Gant shirt look like this. Tiger-Tiger. (In The New Yorker, Mar. 3, 1962, p.21)
© Gant a.a.d.o. Gant Shirtmakers; 3Mar62; KK165721.

GARDEN DIVISION, BIG 4 LUMBER CO. SEE Big 4 Lumber Co. Garden Division.

GARRISON MACHINE WORKS, INC. ©
Memo Flex visual control system board. Know what's happening, keep a visual record. © 28Nov61; KK163574.

GARROWAY, DAVE.
A trip to Europe can change your whole life. SEE Trans World Airlines, Inc.

GAYLORD PRODUCTS, INC. ©
Gayla bandeau bow. © 22Dec61; KK164445.
Gayla bows, on clips. 4 bows. © 22Dec61; KK164444.

GEE, NICHOLAS R. SEE G Distrib-Co.

GEM, INC. ©
All nylon dust mop. No.400.
© 30Mar62; KK166364.

GENERAL DYNAMICS CORP.
Achieved, controlled CO₂ in the greenhouse industry. Liquid carbonic. © General Dynamics Corp. (in notice: General Dynamics); 17Nov61; KK166143.

GENERAL FIREPROOFING CO. ©
Goodform Studio upholstery fabrics in Ayrelon and Braemore. Swatch card. © 1Jan62 (in notice: 1961); KK164342.

GENERAL FOODS CORP. ©
Betty, any girl who says she has the prettiest mother in the Easter parade deserves something special. Kool-Aid, instant soft drink. (In Ebony, Apr. 1, 1962, p.15) Appl. author: Leslie S. Mather. © 1Apr62; KK165671.
Big news in baby foods; important research on Birds Eye frozen instant baby foods reported in publication of American Medical Association. (In Syracuse herald journal, Aug. 23, 1961, p.34) Appl. author: Benton & Bowles, Inc. © 23Aug61; KK163900.
Happy Mother's Day. Hope you like the perfume. Kool-Aid. (In Ebony, May 1962, p. 23) © 1May62; KK166657.
Kids, gone to get Dad. Light the candles, cut the cake and pass the Kool-Aid. (In Life, Nov. 24, 1961, p.87) Appl. author: Leslie S. Mather. © 24Nov61; KK165298.

GENERAL FOODS CORP. PERKINS-S. O. S. DIVISION.
New Open Pit smoky barbecue sauce actually contains liquid hickory smoke for that old-time barbecue flavor. (In Chicago daily news, May 24, 1962, p.39) Appl. author: Ogilvy, Benson & Mather, Inc. © General Foods Corp. Perkins-S. O. S. Division (in notice: General Foods Corp.); 24May62; KK166678.
Now! Capture the outdoor flavor of the old-time barbecue with Open Pit barbecue sauce. (In Good housekeeping, June 1962, p.13) © General Foods Corp., Perkins-S.O.S. Division (in notice: General Foods Corp.); 17May62; KK166380.
Open Pit barbecue sauce captures the flavor of an old-time barbecue, can be used as an ingredient, baste or sauce. (In The Washington post, May 24, 1962, p.04) Appl. author: Ogilvy, Benson & Mather, Inc. © General Foods Corp. Perkins-S. O. S. Division (in notice: General Foods Corp.); 24May62; KK166677.

GENERAL GROCER CO. ©
Closed Mondays. (In St. Louis County observer, May 9, 1962, p.5-B) © 9May62; KK166414.

GENERAL MILLS, INC. ©
Betty Crocker angel food cake mix. 15 oz. net wt. (Series no.24) © 30Sep60; KK163644.
Betty Crocker Bisquick variety baking mix. Net wt. 2 1/2 lbs. (Series no.1) © 7Mar61; KK163651.
Betty Crocker Bisquick variety baking mix. Net wt. 2 1/2 lbs. (Series no.99) © 6Jan61; KK163650.

Betty Crocker Bisquick variety baking mix. New 8 one cup units. 2 lb. 1 oz. net wt. (Series no.1) © 5Dec60; KK163652.

Betty Crocker black walnut artificial flavor country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.11) © 28Jun60; KK164100.

Betty Crocker Boston cream pie. 15 1/2 oz. net wt. (Series no.8) © 25Oct60; KK163653.

Betty Crocker caramel pudding cake mix. 11 oz. net wt. (Series no.8) © 22Sep60; KK164088.

Betty Crocker chocolate flavor pudding cake mix. 11 oz. net wt. (Series no.8) © 19Jan61; KK164092.

Betty Crocker chocolate malt country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.18) © 10May60; KK164099.

Betty Crocker chocolate malt country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.22) © 20Feb61; KK164089.

Betty Crocker coconut macaroon mix. 13 oz. net wt. (Series no.13) © 13Oct60; KK163642.

Betty Crocker confetti angel food cake mix. 15 oz. net wt. (Series no.16) © 18Sep60; KK163646.

Betty Crocker date bar mix. 14 oz. net wt. (Series no.20) © 8Sep60; KK164091.

Betty Crocker devils food country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.38) © 22Apr60; KK163659.

Betty Crocker devils food country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.43) © 13Mar61; KK163660.

Betty Crocker fudge brownie mix. 1 lb. net wt. (Series no.22) © 31Aug60; KK163641.

Betty Crocker fudge swirl angel food cake mix. 1 lb. net wt. (Series no.1) © 4Dec60; KK163645.

Betty Crocker gingerbread mix. 14 1/2 oz. net wt. (Series no.38) © 21Oct60; KK163665.

Betty Crocker honey spice country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.28) © 6Jun60; KK163658.

Betty Crocker honey spice country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.32) © 10Mar61; KK163657.

Betty Crocker instant mixing pie crust mix, in 4 sticks. 1 lb. 4 oz. net wt. (Series no.26) © 16Nov60; KK163654.

Betty Crocker instant mixing pie crust mix, in 2 sticks. 10 oz. net wt. (Series no.17) © 10Nov59; KK163655.

Betty Crocker lemon chiffon cake mix. 1 lb. 2.8 oz. net wt. (Series no.1) © 10Feb61; KK163648.

Betty Crocker lemon custard flavor angel food cake mix. 15 oz. net wt. (Series no.10) © 14Oct60; KK163649.

Betty Crocker lemon fluff frosting mix. 6-1/2 oz. net wt. (Series no.1) © 20May60; KK164093.

Betty Crocker lemon pudding cake mix. 11 oz. net wt. (Series no.8) © 22Sep60; KK164090.

Betty Crocker marble country kitchen cake mix. 1 lb. 3.6 oz. net wt. (Series no.23) © 7Jul60; KK163663.

Betty Crocker marble country kitchen cake mix. 1 lb. 3.6 oz. net wt. (Series no.26) © 31Jan61; KK163664.

Betty Crocker milk chocolate country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.1) © 29Aug60; KK164102.

Betty Crocker orange chiffon cake mix. 1 lb. 2.8 oz. net weight. (Series no.6) © 17Oct60; KK163647.

Betty Crocker orange pineapple flavor angel food cake mix. 15 oz. net wt. (Series no.1) © 4Dec60; KK163643.

GENERAL MILLS, INC.-Con.

- Betty Crocker Protein Plus, goodness in hot oat cereal with wheat germ and soy. Net wt. 18 oz. (Series no.11) © 19Sep60; KK164837.
- Betty Crocker quick bake potato boats. Potatoes, sour cream sauce and 4 baking boats. Net weight 4.4 oz. (Series no.1) © 27Feb61; KK164094.
- Betty Crocker Wheat Hearts, goodness in hot wheat cereal. Net wt. 21 oz. (Series no.8E) © 23Nov60; KK164836.
- Betty Crocker white country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.30) © 16May60; KK163656.
- Betty Crocker yellow country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.28) © 7Jun60; KK163662.
- Betty Crocker yellow country kitchen cake mix. 1 lb. 3 oz. net wt. (Series no.33) © 21Feb61; KK163661.
- Sugar sparkled Twinkles, star-shaped cereal. Twinkles and the duck call. Net wt. 9.5 oz. (Series no.9B) © 15Mar62 (in notice: 1961); KK165715.
- Sugar sparkled Twinkles, star-shaped cereal. Twinkles and the live scarecrow. Net wt. 9.5 oz. (Series no.9C) © 15Mar62 (in notice: 1961); KK165716.
- Sugar sparkled Twinkles, star-shaped cereal. Twinkles and the money tree. Net wt. 9.5 oz. (Series no.9D) © 15Mar62 (in notice: 1961); KK165714.
- Sugar sparkled Twinkles, star-shaped cereal. Twinkles and the one elephant carnival. Net wt. 9.5 oz. (Series no.9F) © 15Mar62 (in notice: 1961); KK165717.
- Sugar sparkled Twinkles, star-shaped cereal. Twinkles and the sad circus owner. Net wt. 9.5 oz. (Series no.9E) © 15Mar62 (in notice: 1961); KK165712.
- Sugar sparkled Twinkles, star-shaped cereal. Twinkles and the wicked pirates. Net wt. 9.5 oz. (Series no.9A) © 15Mar62 (in notice: 1961); KK165713.
- The Twinkles game; his trip to the star factory. For ages 4 to 8. 4202. Milton Bradley Co. © 10Jan62 (in notice: 1961); KK165725.
- Twinkles, star-shaped cereal. Twinkles and the butterfly hunt. Net wt. 7 oz. (Series no.4E) © 18Jan61 (in notice: 1960); KK164098.
- Twinkles, star-shaped cereal. Twinkles and the island vacation. Net wt. 7 oz. (Series no.4A) © 9Jan61 (in notice: 1960); KK164095.
- Twinkles, star-shaped cereal. Twinkles and the magic lamp. Net wt. 7 oz. (Series no.4F) © 18Jan61 (in notice: 1960); KK164101.
- Twinkles, star-shaped cereal. Twinkles and the school below the sea. Net wt. 7 oz. (Series no.4B) © 9Jan61 (in notice: 1960); KK164096.
- Twinkles, star-shaped cereal. Twinkles and the teddy bear. Net wt. 7 oz. (Series no.4D) © 18Jan61 (in notice: 1960); KK164103.
- Twinkles, star-shaped cereal. Twinkles and the troublemaker. Net wt. 7 oz. (Series no.4C) © 9Jan61 (in notice: 1960); KK164097.

GEODE INDUSTRIES, INC. ©

- Viking tumblers, model no.VT-6. It begins where all others leave off. © 1Feb62; KK165076.

GERMAIN'S, INC. ©

- Coleus, the colorful foliage plant. © 1Dec61; KK164542.

Most effective, complete nutrient for all plant life: Dew, instant soluble plant food. Net weight 1 lb. 4 oz. © 1Feb62; KK164715.

A new color in the rose world, San Francisco hybrid tea rose. Appl. author: Sweeney, Krist & Dimm. © 1Jan62; KK164617.

Scare birds and animals away with Germain's Flying Disk bird and animal repellents. 10 Flying Disk repellent sets. © 1Dec61; KK164540.

Summer day zinnia, improved mixture of large flowered types, mixed colors. © 1Dec61; KK164543.

Train-Etts sweet pea trellis. Giant size, 5 x 15 ft., no.3. © 1Dec61; KK164541.

12 brand crabgrass killer. Net weight 6 1/2 lbs. © 1May62; KK166399.

12 brand dichondra lawn patch. Net weight 10 oz. © 1Feb62; KK164716.

12 brand lawn food. Net weight 22 lbs. © 1May62; KK166400.

12 brand lawn insect control. Net weight 5 lbs. © 1May62; KK166398.

12 brand lawn patch. Net weight 10 oz. © 1Feb62; KK164717.

GIBSON REFRIGERATOR SALES CORP.

Summer 62 special, super two-temp refrigerator-freezer. Model 6213R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 1May62; KK165993.

Summer 62 special, ultra model U250 electric range. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 1May62; KK165992.

Summer 62 special, value leader two-temp refrigerator-freezer. Model 5013R1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 1May62; KK165994.

Trimline chest food freezer. Model H616C1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162175.

Trimline chest food freezer. Model H618C1. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162177.

Trust Gibson for that extra margin of quality. Model V709, trimline food freezer. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 1May62; KK165990.

Trust Gibson for that extra margin of quality. Model V714, trimline food freezer. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 1May62; KK165991.

Trust Gibson for that extra margin of quality. Model V716R1 trimline food freezer. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 1May62; KK165995.

Ultra model U300 electric range. © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 5Oct61; KK162176.

GILLETTE CO. ©

America's fastest growing deodorant. Right Guard. Window poster. © 15May62; KK166412.

The fastest growing men's deodorant on the market. Right Guard. (In Post exchange and commissary, Mar. 1962, p.33) © 1Mar62; KK164843.

For Father's Day, save on the new slim adjustable razor. Display card. © 9May62; KK166411.

For that top o' the morning feeling, new Gillette Sun Up after shave. © 1Mar62; KK165176.

Here it is. © 28May62; KK166425.

Hi-ya, sport fans! (In The National observer, Feb. 25, 1962, p.13) © 25Feb62; KK164649.

His or hers? Gillette world choice for comfort and impeccable grooming. (In The National observer, May 27, 1962, p.11) © 27May62; KK166474.

How're ya fixed for blades, Jack?

Jacques, Jan, Jokanaan, or Ali, Abdul or Axel? (In The National observer, Feb. 18, 1962, p.11) © 18Feb62; KK164537.

How're ya fixed for: Gillette Super Blue Blades. (In NATD co-ordinator, Apr. 1962, p.454-457) © 1Mar62; KK165245.

Lady Gillette one-piece razor. Window poster. © 5Mar62; KK164818.

New for Father's Day, Gillette slim adjustable razor. (In Army times, May 19, 1962, p.31) © 19May62; KK166552.

New for Father's Day, Gillette slim adjustable razor. (In Chain store age, grocery ed., May 1962, p.186-187) © 30Apr62; KK166568.

New for Father's Day, Gillette slim adjustable razor. (In Drug topics, May 7, 1962, p.68-69) © 7May62; KK166106.

New for Father's Day: Gillette slim adjustable razor. (In Post exchange & commissary, May 1962, p.2-3) © 1May62; KK166264.

New for Father's Day, Gillette slim adjustable razor. (In Variety store merchandiser, May 1962, p.62-63) © 1May62; KK166304.

Price drops. Right Guard deodorant. (In Chain store ed, grocery ed., Mar. 1962, p.56) © 28Feb62; KK164806.

Save on the new Gillette slim adjustable razor. Window poster. © 7May62; KK166269.

Shaving and your skin. © 4Dec61; KK164721.

This red hot combo makes beautiful music here. Super Blue Blade 15 dispenser. (In Chain store age, grocery ed., Jan. 1962, p.98-99) © 30Dec61; KK164003.

This red hot combo makes beautiful music here. Super Blue Blade 15 dispenser, giant Foamy instant lather. (In Post exchange & commissary, Jan. 1962, p.4-5) © 1Jan62; KK163717.

2 free with 10, on both sizes of Gillette Right Guard. Deodorant. (In American druggist, Mar. 5, 1962, p.74) © 5Mar62; KK164895.

What d'ya read paper? Blue Blades. (In The National observer, Feb. 4, 1962, p.13) © 4Feb62; KK164309.

GLADEN ENTERPRISES, INC. ©

Aerocar, the flying automobile. Appl. author: Carl F. Gladen. © 15Nov61; KK164431.

Aerocar, the flying automobile. Scale model kit. 42 parts. Appl. author: Carl F. Gladen. © 15Nov61; KK164430.

GLARDON, WALTER H. ©

Sealed-Image optical comparator charts and accessories for all optical comparators. (Catalog no.600) © 1Jan61; KK163688.

GLASS, ROBERT K. ©

Gold mine of where to buy information. © 8Jan62; KK166309.

GLASTEEL, INC. ©

Enjoy shade that's right, plus color and light; build with Glasteel fiberglass panels. Presentation jacket. © 19Feb62; KK164707.

For shade that's right, plus color and light, build with Glasteel fiberglass panels. © 19Feb62; KK164664.

For shade that's right plus color and light, build with Glasteel translucent fiberglass panels. (Glasteel reproduction proof sheet no.105) © 26Feb62; KK164720.

GLICK, ROBERT. SEE Kitchens of Maureen.

GLIDDEN CO. ©

- Have a room color styled by a famous decorator for only \$1.00. Spread Satin, the 100% latex wall paint. (In McCall's, Feb. 1962, p.35) Appl. author: Meldrum & Fewsmith, Inc. © 24Jan62; KK163967.
- Save \$1.00 on a gallon of famous Spread Satin. Latex paint. (In Ebony, Apr. 1962, p.34) Appl. author: Meldrum & Fewsmith, Inc. © 28Mar62; KK165365.
- Spread Satin, the one wall paint you're likely to see anywhere. (In Better homes and gardens, Feb. 1962, p.10) Appl. author: Meldrum & Fewsmith, Inc. © 20Jan62; KK163855.
- Spread Satin, the one wall paint you're likely to see anywhere. (In Better homes and gardens, May, 1962, p.22) Appl. author: Meldrum & Fewsmith, Inc. © 25Apr62; KK165907.
- Spread Satin, the one wall paint you're likely to see anywhere. (In Better homes and gardens, June 1962, p.113) Appl. author: Meldrum & Fewsmith, Inc. © 20May62; KK166357.
- Widest choice ever in fresh spring colors, and save ... on famous Spread Satin, the 100% latex wonder wall paint. (In McCall's, Apr. 1962, p.20-24) Appl. author: Meldrum & Fewsmith, Inc. © 22Mar62; KK165131.
- You're likely to see Spread Lustre anywhere. (In The American home, Mar. 1962, p.17) Appl. author: Meldrum & Fewsmith, Inc. © 25Feb62; KK164666.
- You're likely to see Spread Satin anywhere. (In Better homes and gardens, Apr. 1962, p.37) Appl. author: Meldrum & Fewsmith, Inc. © 23Mar62; KK165561.

GLIDELINE CORP. ©

- Modern drafting techniques. (Bulletin no.71) Appl. authors: William H. Robson & Gordon R. Snurr. © 3Nov61; KK164010.

GOEBEL BREWING CO. ©

- Get gooder Goebel. Remember our motto: the gooder is none too best. (In Detroit news, May 30, 1962, p. 1-F) © 30May62; KK166832.
- The gooder is none too best. (In The Detroit news, May 23, 1962, p.1-F) © 23May62; KK166550.
- Now, 4 out of 4 goodniks report, Goebel gets gooder. (In The Detroit news, May 16, 1962, p.4-F) © 16May62; KK166257.

GOJER, INC. ©

- Go-Jo creme type hand cleaner. 24 fl. oz. Appl. author: Henry Clayman. © 20Oct61; KK166032.

GOODMAN (A.) & SONS, INC. ©

- Goodman's for goodness, alphabet vegetable soup mix. 2 ozs. net. © 14Dec59; KK165692.
- Goodman's for goodness, green pea soup mix. 2 ozs. net. © 14Dec59; KK165691.
- Goodman's for goodness, Noodleman noodle soup mix. 2 ozs. net. © 14Dec59; KK165690.
- Onion soup or dip mix. 1-7/8 ozs. © 14Dec59; KK165220.

GOODMAN (H.) & SONS, INC. ©

- Goody roller tote. © 7Mar62; KK165986.
- Goody unbreakable nylon teasing comb. Item no.436. © 28Mar62; KK165577.
- An industry first, Goody no.155 Spacesaver. © 16Feb62; KK165120.

GOODRICH (B. F.) CO. ©

- Look at this tire; notice how it's worn on the edges, not the center. BFG's glass highway shows you why. Big Edge tires put extra rubber where the wear is. (In Reader's digest, Feb. 1962, p.6-7) Appl. author: Batten Barton Durstine & Osborn, Inc. © 21Jan62; KK164404.

Look at your own tires today; BFG big edge tires put extra rubber where the wear is. Famous BFG big edge Silvertown. (In Canton repository, Dec. 1, 1961, p.33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec61; KK165838.

1946; 1962. That's why you need BFG, big edge tires, with extra rubber where the wear is. (In The Reader's digest, Mar. 1962, p.216-217) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Feb62; KK164764.

1946-1962; that's why you need BFG big edge tires with extra rubber where the wear is. Famous BFG big edge Silvertown. (In The Capital times, Dec. 1, 1961, p.27) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec61; KK165837.

1946-1962. That's why you need BFG, big edge tires with extra rubber where the wear is. Silvertown. (In Life, Mar. 2, 1962, p.62-63) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Feb62; KK165664.

Notice something interesting about the tires in this tire graveyard? BFG, big edge tires, put extra rubber where the wear is, on the edges. (In Life, Mar. 30, 1962, p.48-49) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Mar62; KK165665.

Notice something interesting about the tires in this tire graveyard? BFG big edge tires put extra rubber where the wear is, on the edges. (In The Reader's digest, Apr. 1962, p.30-31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Mar62; KK165256.

Trailmakers bite through deepest snow with the deepest-biting edges of all 5 major brands. (In The Cleveland press, Nov. 7, 1961, p.C-3) Appl. author: Batten Barton Durstine & Osborn, Inc. © 7Nov61; KK164406.

Trailmakers bite through deepest snow with the deepest-biting edges of all 5 major brands. (In The Grand Rapids press, Nov. 10, 1961, p.31) Appl. author: Batten Barton Durstine & Osborn, Inc. © 10Nov61; KK164405.

GORHAM CO. ©

- Give her the gift that makes her a Gorham girl. Chantilly. (In House beautiful, May 1960) © 20Apr60; KK166834.

A Gorham girl is a special kind of girl. This Gorham sterling is Sea rose. (In Bride & home, spring 1960, p.14-15) © 14Jan60 (in notice: 1959); KK166018.

GOSPEL LIGHT PUBLICATIONS. TEACH RECORDS. SEE Teach Records.

GOULD, MELVIN S. SEE Northern Products.

GRABIN-SHAW ADVERTISING, INC. ©

- Convenient wallet size rail-air travel schedule. Milwaukee-Chicago. © 1Jun62; KK166460.
- Milwaukee's hospitality headquarters. Coach House Motor Inn. © 11May62; KK166453.

GRACE BROS. BREWING CO. ©

- Brewers' Best, premium Bavarian type beer. Net contents 12 fl. oz. © 1Aug58; KK164850.
- Old German lager beer. Net contents twelve fluid ounces. © 15Dec58; KK164851.

GREAT WESTERN SAVINGS & LOAN ASSN., LOS ANGELES.

- We've topped ourselves. New interest rate: 4 3/4%. (In Los Angeles times, Mar. 8, 1961, pt.1, p.21) © Great Western Savings & Loan Assn.; 8Mar62; KK164874.

Why do people lose interest in me?

You just don't have that extra something. (In Los Angeles examiner, Jan. 2, 1962, sec.3, p.4) © Great Western Savings & Loan Assn.; 2Jan62 (in notice: 1961); KK163699.

GREEN GIANT CO. ©

- The club that has only one member. Niblets corn. (In Club management, Oct. 1961, p.80) Appl. author: Leo Burnett Co., Inc. © 10Oct61; KK164564.
- Everything's changed. (In Institutions magazine, Nov. 1961, p.24) Appl. author: Leo Burnett Co., Inc. © 15Oct61; KK164573.
- French rivals arrive in Pittsburgh. Le Sueur very young, small, early peas. (In Pittsburgh press, Nov. 21, 1961, p.16) Appl. author: Leo Burnett Co., Inc. © 21Nov61; KK164588.
- Get 50¢ cash just for trying 3 cans of Green Giant quick cooked cream style corn. (In Fort Wayne journal-gazette, Nov. 1, 1961, p.32) Appl. author: Leo Burnett Co., Inc. © 1Nov61; KK164580.
- Get 50¢ cash just for trying 3 cans of Green Giant whole kernel corn packed in liquid. (In Sioux City journal, Oct. 25, 1961, p.B4) Appl. author: Leo Burnett Co., Inc. © 25Oct61; KK164579.
- Get 50¢ cash when you buy 3 of these Green Giant cream style or liquid packed corn. (In Pueblo star-journal, Nov. 9, 1961, p.3D) Appl. author: Leo Burnett Co., Inc. © 9Nov61; KK164578.
- Get your first two cans free; new Green Giant kitchen sliced green beans. (In Wilkes-Barre times-leader, Oct. 25, 1961, p.25) Appl. author: Leo Burnett Co., Inc. © 25Oct61; KK164597.
- The giant who never pretends. (In The New Yorker, Oct. 21, 1961, p.112) Appl. author: Leo Burnett Co., Inc. © 19Oct61; KK164584.
- The giant who never pretends. Niblets. (In The Quartermaster review, Nov.-Dec. 1961, p.35) Appl. author: Leo Burnett Co., Inc. © 1Nov61; KK164582.
- The Green Giant baby-sits with his corn. Niblets. (In Life, Oct. 27, 1961, p.59) Appl. author: Leo Burnett Co., Inc. © 25Oct61; KK164589.
- The Green Giant guards his corn from planting till picking. (In Life, Dec. 1, 1961, p.133) Appl. author: Leo Burnett Co., Inc. © 29Nov61; KK164593.
- The Green Giant hurries his new crop out of the field so his vegetables won't lose any of their good, fresh flavor. (In Better homes & gardens, Oct. 1961, p.78-79) Appl. author: Leo Burnett Co., Inc. © 20Sep61; KK164596.
- The Green Giant lifts the lid on 3 holiday favorites. Early peas with onions. (In Food topics, Nov. 1961, p.25) Appl. author: Leo Burnett Co., Inc. © 27Oct61; KK164566.
- The Green Giant plants a very special seed so his Niblets corn will have a very special flavor. (In Life, Dec. 22, 1961, p.117) Appl. author: Leo Burnett Co., Inc. © 20Dec61; KK164565.
- The Green Giant's good things column. Niblets. (In The New Yorker, Oct. 21, 1961, p.113) Appl. author: Leo Burnett Co., Inc. © 19Oct61; KK164583.
- The Green Giant's good things column. Sweet peas. (In The New Yorker, Sept. 23, 1961, p.73) Appl. author: Leo Burnett Co., Inc. © 21Sep61; KK164575.

GREEN GIANT CO.-Con.

The Green Giant's good things column. Sweet peas. (In The New Yorker, Nov. 18, 1961, p.111) Appl. author: Leo Burnett Co., Inc. © 16Nov61; KK164581.

The leaning tower of peas. (In The Quartermaster review, Sept-Oct. 1961, p.33) Appl. author: Leo Burnett Co., Inc. © 1Sep61; KK164574.

Le Sueur. Their small size tells you ... for these very tender little peas are the result of years of careful breeding. [Can in chafing dish] (In Better homes & gardens, Nov. 1961, p.104) Appl. author: Leo Burnett Co., Inc. © 20Oct61; KK164587.

Le Sueur. Their small size tells you ... for these very tender little peas are the result of years of careful breeding. [Can on plate] (In Better homes & gardens, Dec. 1961, p.14) Appl. author: Leo Burnett Co., Inc. © 20Nov61; KK164577.

Le Sueur. Their small size tells you ... these are no ordinary peas. [Can in chafing dish] (In The New Yorker, Oct. 14, 1961, p.146) Appl. author: Leo Burnett Co., Inc. © 12Oct61; KK164586.

Le Sueur. Their small size tells you ... these are not ordinary peas. They have a subtle sweetness. [Can on plate] (In Sunset, Dec. 1961, p.111) Appl. author: Leo Burnett Co., Inc. © 25Nov61; KK164585.

New from the Green Giant, kitchen sliced green beans frozen in butter sauce. (In Columbus dispatch, Dec. 21, 1961, p.10B) Appl. author: Leo Burnett Co., Inc. © 21Dec61; KK164569.

New from the Green Giant, little baby peas frozen in butter sauce. (In Columbus dispatch, Oct. 26, 1961, p.4B) Appl. author: Leo Burnett Co., Inc. © 26Oct61; KK164590.

New from the Green Giant, Niblets corn frozen in butter sauce. (In Columbus dispatch, Nov. 20, 1961, p.18B) Appl. author: Leo Burnett Co., Inc. © 20Nov61; KK164571.

New pack's in. Niblets golden whole kernel sweet corn. (In Institutions magazine, Oct. 1961, p.27) Appl. author: Leo Burnett Co., Inc. © 15Sep61; KK164591.

Now, a pea for every taste, for every recipe, for every budget. (In Restaurant management, Dec. 1961, p.60) Appl. author: Leo Burnett Co., Inc. © 1Dec61; KK164567.

Rare little peas arrive in Pittsburgh. Le Sueur. (In Pittsburgh press, Nov. 28, 1961, p.29) Appl. author: Leo Burnett Co., Inc. © 28Nov61; KK164572.

Rolling your way, the Green Giant's big farm truck promotion. (In Food topics, Sept. 1961, p.11) Appl. author: Leo Burnett Co., Inc. © 25Aug61; KK164595.

A \$7.50 value, yours for \$3.50 and two silvery foil labels from Le Sueur peas. (In Cincinnati post & times star, Dec. 7, 1961, p.52) Appl. author: Leo Burnett Co., Inc. © 7Dec61; KK164594.

V. I. P. arrives in Pittsburgh. Le Sueur very young, small, early peas. (In Pittsburgh press, Nov. 14, 1961, p.36) Appl. author: Leo Burnett Co., Inc. © 14Nov61; KK164570.

What big ears you have, Green Giant. Niblets. (In Life, Nov. 17, 1961, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 15Nov61; KK164563.

Which one is the Green Giant's new patented process cream style corn? (In Food topics, Oct. 1961, p.17-18) Appl. author: Leo Burnett Co., Inc. © 22Sep61; KK164568.

Why the Green Giant harvests by moonlight. Sweet peas. (In Life, Sept. 22, 1961, p.28) Appl. author: Leo Burnett Co., Inc. © 20Sep61; KK164592.

Yours free, 6-piece plastic bowl cover set just for trying 2 cans of new Green Giant kitchen sliced beans. (In St. Louis post-dispatch, Oct. 12, 1961, p.19D) Appl. author: Leo Burnett Co., Inc. © 12Oct61; KK164576.

GREENLAND STUDIOS. ©

Executive's instant anti panic spray. Room deodorant. © 1Jun62; KK166686.

Instant anti birthday spray. Room deodorant. © 1Jun62; KK166687.

Parents instant anti child tension spray. Room deodorant. © 1Jun62; KK166685.

GREENWOOD MILLS, INC. ©

Apolda selects Greenwood's cotton parka poplin for this snug snowsuit. (In Women's wear daily, May 23, 1962, p.44) Appl. author: Martin Oechsner. © 23May62; KK166964.

Belk's chooses Greenwood's Sand Hill poplin for these handsome Ivy League, wash-and-wear slacks. (In Sports illustrated) Appl. author: Martin Oechsner. © 30May62; KK166927.

Bow Age selects Aviletto by Greenwood to make these delectable dresses for the younger set. (In New York times magazine, Feb. 25, 1962, p.34) Appl. author: Martin Oechsner. © 25Feb62; KK166928.

Chandler selects Greenwood's corduware corduroy for these gay children's fashions. (In Women's wear daily, June 6, 1962, p.47) Appl. author: Martin Oechsner. © 6Jun62; KK166963.

Haymaker selects Greenwood's Brilliance 2000 for this clean-cut beach jacket and matching fisherman pants. (In Sports illustrated) Appl. author: Martin Oechsner. © 28May62; KK166948.

Marlboro chooses Greenwood's western poplin for these player golf jackets, worn here by the Master golfer Gary Player and his attractive partner. (In Sports illustrated) Appl. author: Martin Oechsner. © 2Apr62 (in notice: 1961); KK166925.

Sportmasters and McGregor choose Greenwood's casual cloth to fashion-coordinate these smart, sailing-mate parkas and deck pants. (In New York times magazine, May 20, 1962, p.36) Appl. author: Martin Oechsner. © 20May62; KK166942.

Touch of Gold slacks are superbly tailored of Rosewood's Woosterlon, an outstanding fabric with the look and touch of a fine flannel, the sturdy wearability of a worsted. (In New York times magazine, Mar. 18, 1962, p.56) Appl. author: Martin Oechsner. © 18Mar62; KK166926.

Weatherbee chooses Greenwood's Gardiners Bay poplin for these all-weather knock-about travelers. (In New York times magazine, May 13, 1962, p.51) Appl. author: Martin Oechsner. © 13May62; KK166931.

GREY ADVERTISING, INC. ©

Does Pinch require special ice? People who prize Scotch pay the price for Pinch. Haig & Haig Pinch. (In The Newport daily express, Feb. 13, 1962, p.8) © 13Feb62; KK165758.

GRIEVE-HENDRY CO., INC. ©

Bench ovens. CR-225. (Bulletin no. BH-200) © 23May62; KK166987.

High temperature bench ovens. MT-550. (Bulletin no. BH-300) © 23May62; KK166988.

Laboratory ovens. LO-200C. (Bulletin no. LO-100) © 23May62; KK166986.

GRISWOLD CONTROLS. ©

Griswold flow control valve. Models 60,61,62,63. © 1May62; KK166756.

GROSS ADVERTISING SERVICE. ©

Your introductory work kit; Body Line. Appl. author: Edmund J. Gross & Verlee B. Gross. © 23Feb62; KK165270.

GROSS-HATCH ADVERTISING. ©

Now, time-defying Alcoa painting process, guaranteed not to crack, rot, peel or chalk. Now, sensational introductory offer. © 11Mar62; KK165048.

GROVE LABORATORIES, INC. ©

Do you suffer from menstrual pain, tenseness, discomfort? Assure. (In The Blade, Toledo, May 12, 1961, p.29) Appl. author: Josephine Walsh. © 12May61; KK165124.

Menstrual misery? When you're near to tears and dull with pain ... Assure acts more completely than headache remedies. (In The Blade, Toledo, May 19, 1961, p.22) Appl. author: Josephine Walsh. © 19May61; KK165025.

Research finds new fast way to shrink hemorrhoids without surgery. Pazo formula. (In The American weekly, Oct. 22, 1961, p.26) Appl. author: Gardner Advertising Co. © 22Oct61; KK165243.

GRUBER, EMANUEL. SEE

Converters of California.

H

H & G SALES, INC. ©

Mutual marketing money. Redeemable for merchandise only. Appl. author: Joe David Stevens. © 30Mar62; KK165450.

H. B. C., INC. SEE Hills Bros. Coffee, Inc.

H. C. C., INC. SEE Hydroponic Chemical Co., Inc.

HAHN (ARTHUR W.) CO., INC. ©

Gemlite trees. Appl. author: Arthur W. Hahn, Jr. © 9Mar62; KK165186.

True to Nature; scale model trees. Appl. author: Arthur W. Hahn, Jr. © 9Mar62; KK165187.

HAIR STRATE, INC. SEE Summit Laboratories.

HAMILTON BEACH.

Profit-wise stores are switching to Hamilton Beach, the quality line, the custom-built line in electric housewares. Toaster. (In Housewares buyer, Jan. 1960, p.31) Appl. author: Clinton E. Frank, Inc. © Hamilton Beach, a division of Scovill Manufacturing Co.; 1Jan60; KK163614.

You know it's a lasting value with this exclusive Hamilton Beach guarantee. Because your wedding is for always, make Hamilton Beach part of your wonderful start. Automatic heat control Hamilton Beach fry pan. (In Modern Bride, Spring 1960, p.147) © Hamilton Beach, division of Scovill Manufacturing Co.; 14Jan60; KK166778.

HAMM (THEO.) BREWING CO. ©

From the land of sky blue water. Bluebird, can & glass. Appl. author: Campbell-Mithun, Inc. © 1May62 (in notice: 1961); KK166531.

From the land of sky blue waters.
Can and bubble. Appl. author:
Campbell-Mithun, Inc. © 1Mar62;
KK164722.

From the land of sky blue waters.
[Individual letters of the word
cheer printed on frosted glasses
embedded in snow] Appl. author:
Campbell-Mithun, Inc. © 1Dec61;
KK162884.

From the land of sky blue waters.
[Mittened hands pouring can of
beer into glass; skis stuck in
snow] Appl. author: Campbell-
Mithun, Inc. © 1Jan62; KK163858.

HAMMER ENTERPRISES. ©

It's fast ... to wash dishes with the
really different Sponge Sudser.
Appl. author: Jack Hammerschmidt.
© 2Jun62; KK166604.

HAMMOND ORGAN CO. ©

A challenge and a promise. The Ham-
mond home organ, most popular of
Hammond models among professional
musicians. (In International musi-
cian, Jan. 1962, p.9) Appl. author:
Young & Rubicam, Inc. © 25Dec61;
KK165062.

Look them over, they are all Hammond
organs; all full of exclusive ideas,
all crafted with Hammond care.
Which one suits you? Extravoice.
(In Life, Nov. 17, 1961, p.18-19)
Appl. author: Young & Rubicam, Inc.
© 15Nov61; KK164258.

A merry Christmas & a prosperous new
year to you, & Ethel Smith. (In
International musician, Dec. 1961,
p.2 of cover) Appl. author: Young
& Rubicam, Inc. © 25Nov61;
KK165065.

New Hammond spinet organ, new low
price: with the great Hammond ex-
clusives, only \$995. (In Life,
Jan. 12, 1962, p.19) Appl. author:
Young & Rubicam, Inc. © 10Jan62;
KK165064.

The new luxury Hammond spinet organ,
wondrously new in every way, but
one. (In House beautiful, Oct.
1961, p.7) Appl. author: Young &
Rubicam, Inc. © 19Sep61; KK164256.

Now, a new Hammond spinet organ for
your school with more features for
the money than ever before. (In
The Instructor, Nov. 1961, p.7)
Appl. author: Young & Rubicam, Inc.
© 10Oct61; KK164257.

Once again, the new ideas in organs
come from Hammond, first. The new
luxury Hammond spinet. (In Piano
trade magazine, Oct. 1961, cover)
Appl. author: Young & Rubicam, Inc.
© 10Oct61; KK165066.

One of these two new Hammond organs
will be just right for your school.
Which one? L-100 spinet; M-100
sinet. (In The Instructor, Jan.
1962, p.1) Appl. author: Young &
Rubicam, Inc. © 1Dec61; KK165067.

Season's greetings to Hammond organ
dealers and the music industry from
Hammond Organ. (In Piano trade
magazine, Dec. 1961, cover) Appl.
author: Young & Rubicam, Inc.
© 1Dec61; KK165061.

To the serious organist, a finely
printed booklet describing in de-
tail the many virtues of the Hammond
concert model. (In The Diapson,
Oct. 1961, p.37) Appl. author:
Young & Rubicam, Inc. © 10Oct61;
KK164271.

The two newest ideas from Hammond: the
new Hammond \$995 spinet organ and
the new Hammond luxury spinet organ.
The new ideas in organs come from
Hammond, first. (In Piano trade
magazine, Sept. 1961, cover) Appl.
author: Young & Rubicam, Inc.
© 1Sep61; KK164255.

Why is Hammond Organ now, more than
ever, music's most valuable fran-
chise? (In Piano trade magazine,
Nov. 1961, cover) Appl. author:
Young & Rubicam, Inc. © 1Nov61;
KK165063.

You are looking at the new Hammond Or-
gan exhibit in the National Design
Center, New York. (In Piano trade
magazine, Jan. 1962, cover) Appl.
author: Young & Rubicam, Inc.
© 31Dec61; KK165060.

HANNA-BARBERA PRODUCTIONS. ©

The Flintstones. 70 pieces.
(Whitman authorized jr. jigsaw
puzzle, series no.301, no.4611:59)
© 15Mar62; KK165696.

The Flintstones valentines. No.6275.
36. © 11Dec61; KK164694.

Huckleberry Hound. 70 pieces.
(Whitman authorized jr. jigsaw
puzzle, series no.301, no.4611:59)
© 15Mar62; KK165697.

Huckleberry Hound, Yogi Bear valen-
tines. No.6280. 36 valentines.
© 11Dec61; KK164693.

Snagglepuss. 70 pieces. (Whitman
authorized jr. jigsaw puzzle,
series no.301, no.4611:59)
© 15Mar62; KK165695.

Yogi Bear. 70 pieces. (Whitman
authorized jr. jigsaw puzzle,
series no.301, no.4611:59)
© 15Mar62; KK165698.

HANNAU COLOR PRODUCTIONS. ©

At your service, a world-wide free
port shopping service: La Belle
Creole Internationale, Port-au-
Prince, Haiti. Color photography
by Ralph Herz. © 31Dec60; KK163822.

HARPER (I. W.) DISTILLING CO. ©

For big Father's Day profits, feature
the prized Kentucky bourbon. Ken-
tucky straight bourbon whiskey.
(In Beverage retailer weekly, May
21, 1962, p.9) Appl. author:
Kleppner Co. © 21May62; KK166933.

HARRIS (J. W.) CO.

Stay Brite silver bearing solder.
1/8" dia. © J. W. Harris, Jr.
d.b.a. J. W. Harris Co.; 16Apr60;
KK163672.

HARRIS, J. W., JR. SEE Harris (J. W.) Co.

HART RESEARCH LABORATORIES. ©

Sta-Cleen Toiletabs, no-scrub bowl
cleaner. 4. Appl. author: James
Pirie Hart. © 2Jan59; KK163634.

HARTFORD SPECIAL MACHINERY CO. ©

5184 holes to .001" in only 3 pieces
calls for a Hartford indexing head.
(In Modern machine shop, Feb. 1962,
p.21) © 1Feb62; KK164433.

HARTMANN LUGGAGE CO. ©

The 880, the newest in air luggage
brought to you by Wheary at
\$29.95. (In The New York times,
Nov. 26, 1961, p.94) Appl. au-
thor: Doyle Dane Bernbach, Inc.
© 26Nov61; KK163911.

HARVELL-KILGORE SALES CORP. ©

The Contempora king size tray tables
and tray sets; the Patrician 2150
line. © 15Jan62; KK164525.

Contempora king size tray tables,
1850 series. © 15Jan62; KK164013.

Hostess grill sets, featuring amazing
Sparkcoal, ready to broil in 1 min-
ute. Set no.2001. © 15Jan62;
KK164015.

Look, so many ways your customers
can use the Decor-Table. La Petite,
smart new square tray, shaped for
volume sales. © 15Jan62; KK164014.

HAUSERMAN (E. F.) CO. ©

Now you can lease Hauserman movable
interior walls. (In Dun's review
and modern industry, Feb. 1962)
Appl. author: Meldrum & Fewsmith,
Inc. © 10Feb62 (in notice: 1961);
KK164817.

HAUSLER, WILLIAM F.

Treasure key, a game of skill for
every age. © Otho Cockrell &
William F. Hausler (in notice:
Hausler & Cockrell); 27Sep61;
KK163850.

HAVILAND (ARNOLD) CO. ©

Havvy the muffler parrot. Appl.
author: John Klein. © 24Jul61;
KK163944.

HAWAIIAN DREDGING & CONSTRUCTION CO., LTD. ©

Anywhere and everywhere around the
world. © 9Dec61; KK165572.

HAWK MODEL CO. ©

Instruction manual, Lockheed U-2.
(Custom collector's series, no.300)
© 25Apr62; KK166305.

Lockheed U-2. Model no.300-300.
(Custom collectors aircraft with
a twenty inch wing span, series 1)
© 25Apr62; KK166306.

HAYMAN, LARRY. ©

Lowest common denominator math aid
cards. © 23Nov61; KK164081.

HAYNE, TOM.

Nobel laureate contemporaries: por-
traits of progress. SEE Scientific
Products.

HEINZ (H. J.) CO. ©

Space car lands. Condensed soup.
(In Food world, Feb. 1962, p.5)
Appl. author: Hicks & Greist, Inc.
© 7Feb62; KK165272.

HELBROS WATCH CO., INC. ©

Boy, what a buy. \$395.00 or \$19.75,
the Helbros name distinguishes both.
(In Premium practice, Jan. 1960,
p.5) © 1Jan60 (in notice: 1959);
KK164996.

HENDERSON, ED.

Look ahead. SEE Equitable Life
Assurance Society of the United
States.

HERBERT, DOROTHY. ©

Good grooming is good business; a
counseling service for your person-
nel. © 1Apr62; KK165784.

HERCULES POWDER CO. ©

Abalyn, the methyl ester of rosin.
(Product data, no.742) Appl. author:
F. E. Schmitt, Jr. © 12Dec61;
KK164216.

Abitol, technical hydroabietyl
alcohol. (Product data, no.750)
Appl. author: F. E. Schmitt, Jr.
© 22Jan62; KK164624.

Alpha methylstyrene. (Product data,
no.265) Appl. author: F. E.
Schmitt, Jr. © 20Nov61; KK163958.

Aqua ammonia. (Product data, no.276)
Appl. author: F. E. Schmitt, Jr.
© 13Apr62; KK165762.

Brush-Rhap LV-4-0, a 2,4,5-T herbi-
cide for brush and woody plants.
(Product data, no.269) Appl. au-
thor: F. E. Schmitt, Jr. © 16Mar62;
KK165373.

Brush-Rhap LV-2-2-0, a 2,4-D and
2,4,5-T herbicide. (Product data,
no.272) Appl. author: F. E. Schmitt,
Jr. © 13Mar62; KK165374.

CMC-T, technical grade of sodium
carboxymethylcellulose. (Product
data, no.402-1) Appl. author:
F. E. Schmitt, Jr. © 4Dec61;
KK164213.

California sweep method for counting
lygus bugs in field beans. (Hercu-
les agricultural chemicals. Insect
notes, no.4) Appl. author: F. E.
Schmitt, Jr. © 23Jun61; KK164219.

Cellolyn 104, modified pentaerythritol
ester of rosin. (Product data,
no.757) Appl. author: F. E.
Schmitt, Jr. © 9Apr62; KK165746.

Cellulose gum, purified sodium
carboxymethylcellulose. (Product
data, no.405) Appl. author: F. E.
Schmitt, Jr. © 2Feb62; KK164619.

HERCULES POWDER CO.-Conc.

Clover seed chalcid in alfalfa.

(Hercules agricultural chemicals. Insect notes, no.6) Appl. author: F. E. Schmitt, Jr. © 29Jun61; KK164218.

Cumene hydroperoxide, an organic peroxidic catalyst for polymers. (Product data, no.260) Appl. author: F. E. Schmitt, Jr. © 5Feb62; KK164620.

Dalpac 4, highly effective general purpose antioxidant. (Product data, no.275) Appl. author: F. E. Schmitt, Jr. © 9Apr62; KK165748.

Dymere, a high melting polymerized rosin. (Product data, no.714-1) Appl. author: F. E. Schmitt, Jr. © 21Nov61; KK163957.

Explosives technical data: Trudet delay electric blasting caps. Appl. author: J. J. O'Neill. © 29Jan62; KK164192.

Face fly, a serious new livestock pest in North America. (Hercules agricultural chemicals. Toxaphene, no.612) Appl. F. E. Schmitt, Jr. © 8Aug61; KK164209.

Herco, oxidized starches. (Product data, no.409) Appl. author: F. E. Schmitt, Jr. © 13Dec61; KK164220.

Herpoco, grained ammonium nitrate. (Product data, no.262) Appl. author: F. E. Schmitt, Jr. © 4Dec61; KK164215.

Improved technical PE, essentially pure technical pentaerythritol. (Product data, no.217-2) Appl. author: F. E. Schmitt, Jr. © 20Mar62; KK166213.

Metalyn 400, the methyl ester of selected fatty acids. (Product data, no.749) Appl. author: F. E. Schmitt, Jr. © 8Feb62; KK164622.

Metalyn, the distilled methyl ester of tall oil. (Product data, no.743) Appl. author: F. E. Schmitt, Jr. © 12Dec61; KK164208.

Micro-starch; wheat starch with 2 to 10-micron granules. (Product data, no.414) Appl. author: F. E. Schmitt, Jr. © 24May62; KK166776.

Mono-PE, essentially pure monopen-taerythritol. (Product data, no.218-2) Appl. author: F. E. Schmitt, Jr. © 20Mar62; KK166215.

Natrosol 250, a nonionic water soluble cellulose ether. (Product data, no.401-3) Appl. author: F. E. Schmitt, Jr. © 6Nov61; KK163955.

Neolyn 40, rosin derived alkyd-type resin. (Product data, no.748) Appl. author: F. E. Schmitt, Jr. © 17Jan62; KK164629.

Neolyn 72, a rosin derived alkyd type resin. (Product data, no.756) Appl. author: F. E. Schmitt, Jr. © 9Apr62; KK165749.

Neolyn 20, rosin derived alkyd-type resin. (Product data, no.747) Appl. author: F. E. Schmitt, Jr. © 17Jan62; KK164628.

Neolyn 23, an oil free rosin alkyd. (Product data, no.758) Appl. author: F. E. Schmitt, Jr. © 9Apr62; KK165743.

Nitroform, a long lasting nitrogen fertilizer. (Product data, no.266) Appl. author: F. E. Schmitt, Jr. © 26Jan62; KK164627.

PE tetrastearate, the pentaerythritol ester of stearic acid. (Product data, no.728) Appl. author: F. E. Schmitt, Jr. © 13Dec61; KK164214.

PE-200, fine particle size technical pentaerythritol. (Product data, no.244-2) Appl. author: F. E. Schmitt, Jr. © 20Mar62; KK166214.

Pentalyn A, the pentaerythritol ester of rosin. (Product data, no.752) Appl. author: F. E. Schmitt, Jr. © 9Apr62; KK165747.

Pentalyn G, a maleic modified pentaerythritol ester of rosin. (Product data, no.744) Appl. author: F. E. Schmitt, Jr. © 12Dec61; KK164211.

Pentalyn K, a pentaerythritol ester of Dymere. (Product data, no.753) Appl. author: F. E. Schmitt, Jr. © 9Apr62; KK165744.

Pentalyn 802A, a phenolic-modified pentaerythritol ester of rosin. (Product data, no.754) Appl. author: F. E. Schmitt, Jr. © 9Apr62; KK165742.

Pentalyn 830, a pale, hard, alcohol soluble resin. (Product data, no.755) Appl. author: F. E. Schmitt, Jr. © 9Apr62; KK165745.

Petrex 130H-60T. (Product data, no.745) Appl. author: F. E. Schmitt, Jr. © 12Dec61; KK164212.

Poly-Pale ester 10, the glycerin ester of polymerized rosin. (Product data, no.751) Appl. author: F. E. Schmitt, Jr. © 9Apr62; KK165741.

Quiteselos de encima con Toxaphene DDT. Appl. author: E. H. Ginn. © 25Jan62; KK164873.

Reten 205, water soluble cationic polymer. (Product data, no.410) Appl. author: F. E. Schmitt, Jr. © 16Jan62; KK164623.

Standard sweep method for counting lygus bugs in seed alfalfa in Washington. (Hercules agricultural chemicals. Insect notes, no.5) Appl. author: F. E. Schmitt, Jr. © 23Jun61; KK164217.

Staybelite, hydrogenated wood rosin. (Product data, no.712-1) Appl. author: F. E. Schmitt, Jr. © 21Nov61; KK163956.

Stink bugs, life cycle, damage, control. (Hercules agricultural chemicals. Toxaphene, no.611) Appl. F. E. Schmitt, Jr. © 4Aug61; KK164207.

Sugar-beet webworm, life cycle, damage, control. (Hercules agricultural chemicals. Toxaphene, no.610) Appl. F. E. Schmitt, Jr. © 4Aug61; KK164210.

Synthetics K1, an oxygenated resin. (Product data, no.250-1) Appl. author: F. E. Schmitt, Jr. © 22Mar62; KK166217.

Toxaphene controls lygus bugs in field beans. (Hercules agricultural chemicals. Toxaphene, no.614) Appl. F. E. Schmitt, Jr. © 30Jun61; KK164206.

Toxaphene-DDT. Appl. author: E. H. Ginn. © 25Jan62; KK165278.

Trate-90, edible isolated soy protein. (Product data, no.411) Appl. author: F. E. Schmitt, Jr. © 12Jan62; KK164626.

Trate-70, edible soy protein concentrate. (Product data, no.412) Appl. author: F. E. Schmitt, Jr. © 12Jan62; KK164625.

Weed-Rhap A-4, a 2,4-D amine salt herbicide. (Product data, no.268) Appl. author: F. E. Schmitt, Jr. © 16Mar62; KK165375.

Weed-Rhap B-4, a 2,4-D butyl ester herbicide. (Product data, no.270) Appl. author: F. E. Schmitt, Jr. © 19Mar62; KK165376.

Weed-Rhap IV-4-0, a 2,4-D 2-ethyl-hexyl ester herbicide. (Product data, no.271) Appl. author: F. E. Schmitt, Jr. © 19Mar62; KK165377.

Weed-Rhap 20, a granular 2,4-D herbicide. (Product data, no.267) Appl. author: F. E. Schmitt, Jr. © 13Mar62; KK165378.

Yarmor 302 and Yarmor 317, the finest grades of Hercules pine oil. (Product data, no.701) Appl. author: F. E. Schmitt, Jr. © 19Jan62; KK164621.

HERZ, RALPH.

At your service, a world-wide free port shopping service. SEE Hannau Color Productions.

HEUBLEIN, INC. ©

Bell's, the largest selling scotch in Scotland. (In Metropolitan opera program 1961-1962, p.33) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 5Feb62; KK165150.

Bell's 12, perhaps the finest Scotch whisky in the world. (In The New Yorker, Dec. 23, 1961, p.55) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 21Dec61; KK163526.

What this country needs is a good 25¢ Manhattan. Shelley Berman. (In Life, Apr. 13, 1962, p.101) Appl. author: L. C. Gumbinner Advertising Agency. © 11Apr62; KK165705.

What this country needs is a good 25-cent martini. It's here, it's Heublein. Robert Morse ... plays the bored and happy husband. (In Life, Mar. 16, 1962, p.9) Appl. author: L. C. Gumbinner Advertising Agency. © 14Mar62; KK165253.

What this country needs is a good 25¢ whiskey sour. Heublein whiskey sour. (In Life, June 1, 1962, p.91) Appl. author: L. C. Gumbinner Advertising Agency. © 30May62; KK166758.

HEUBLEIN, INC. STE. PIERRE SMIRNOFF FLS. SEE Smirnoff (Ste. Pierre) FLS.

HEYER, INC. ©

Higher quality since 1903. Catalog 62. Conqueror paper folders, spirit duplicators and supplies. © 20Nov61; KK163609.

HICKEY-MITCHELL CO. ©

Accident insurance that pays cash benefits when you get hurt. © 9Jan62; KK165827.

Insurance for minor accidents. © 9Jan62; KK165826.

Insurance that helps pay the bills when you are laid up by an accident. © 9Jan62; KK165825.

When you are laid up by an accident, nothing is as welcome as a check from the insurance. © 9Jan62; KK165824.

HILL-VIEW MANOR.

Italian Old World salad dressing. 8 fl. ozs. © Anthony Cutala & Mary Cutala d.b.a. Hill-View Manor; 3Jan62; KK165952.

HILLS BROS. COFFEE, INC. ©

The Hills family invites your family to enjoy this extra rich coffee. (In The Indianapolis news, Aug. 31, 1961, p.32) Appl. author: N. W. Ayer & Son, Inc. © 31Aug61; KK163725.

We're mailing you 25¢ worth of extra rich and deeply satisfying coffee. (In Kokomo tribune, Nov. 1, 1961, p.24) Appl. author: N. W. Ayer & Son, Inc. © 1Nov61; KK165892.

HIRSH (S. A.) MANUFACTURING CO. ©

Another plus from Hirsh: free newspaper ad mats & display materials. Shelf-It-All steel shelving. Appl. author: David Shulman. © 11Dec61 (in notice: 1962); KK163712.

Another plus from Hirsh, free newspaper ad mats & display materials. Shelf-It-All steel shelving. Appl. author: David Shulman. © 23Feb62; KK164646.

Be sure to see Hirsh for new ideas. Featuring Shelf-It-All, the biggest seller steel shelving. Appl. author: David Shulman. © 8Jan62; KK164233.

Confidential prices, specifications and general information; patented Shelv-It-All steel shelving by Hirsh. Wholesale price list. Appl. author: David Shulman. © 23Feb62; KK164645.

Custom built accessories for your new Hirsh work & hobby bench. Appl. author: David Shulman. © 23Feb62; KK164647.

Shelv-it-all promotional steel shelving by Hirsh. Appl. author: David Shulman. © 4Apr62; KK165957.

HIT LINE.

Be remembered day after day with lasting appreciation for the versatile Post Master. No.R-11, Post Master rubber stamp. © Hit Line a.a.d.o. Hit Sales Corp.; 23Feb62; KK165207.

HIT SALES CORP. SEE Hit Line.

HOAGUE-SPRAGUE CORP. ©

Buffalo Billy's. © 2Mar62; KK166993. Gotham brand athletic footwear. G-1036-B. © 2Jun61; KK163936. Quoddy moccasins made in Maine. © 9Mar62; KK166992.

HOFFMAN ELECTRONICS CORP. ©

Itself, by A. E. Van Vogt. (No.1 in a series of science-fiction originals) (In Scientific American, Jan. 1962, p.34-35) © 1Jan62; KK164036.

My son, the physicist. (In Scientific American, Feb. 1962, p.110-111) © 1Feb62; KK165158.

Rorrim. (Mirror) (Science fiction originals, no.3) © 1Apr62; KK166359.

HOFFMASTER CO., INC. ©

Mary Baldwin College. Place mat. Appl. author: Paul Zimmer. © 21Feb61; KK164500.

HOLT, RINEHART & WINSTON, INC. ©

Conversations on the craft of poetry I. Cleanth Brooks & Robert Penn Warren. © 18Aug61; KK164766.

HOTEL BRUNSWICK, LANCASTER, PA.

Yonnie's Pennsylvania Dutch weekends and favorite foods at the Hotel Brunswick, Lancaster, Pa. NM: "revision of folder." © Hotel Brunswick; 17Feb62; KK164464.

HOUSE FOR MEN, INC. SEE Treasure Island Sales Co.

THE-HOUSE-ON-THE-HILL.

Springerle. © Robin H. Mix d.b.a. The-House-on-the-Hill; 9Apr62; KK166212.

HUDNUT, RICHARD. ©

First roll-on lip color, Lip quick introduces brilliant sun-and-fun shades: Pinkinese, Peach poodle. (In Seventeen, Apr. 1960, p.44-45) © 1Apr60; KK165117.

HUDSON (H. D.) MANUFACTURING CO. ©

You get profit-performance with Hudson sprayers and dusters. (In Pest control, July 1959, p.11) © 15Jun59 (in notice: 1958); KK163349.

HUPP CORP. GIBSON REFRIGERATOR SALES CORP. SEE Gibson Refrigerator Sales Corp.

HUSNIK, DONALD. SEE Panette Frozen Foods, Inc.

HUTCHINS CO., INC. ©

Daytona stock plugs. Catalog sheet. Appl. author: W. L. Hutchins. © 16Apr62; KK166125.

Hub Covers, new. New design, deep profile. Catalog sheet. Appl. author: W. L. Hutchins. © 30Dec61; KK163591.

The newest thing in wheel treatment: Hub Covers. New, ask to see them. Window banner. Appl. author: W. L. Hutchins. © 30Dec61; KK163590.

HYDROPONIC CHEMICAL CO., INC. ©

Bugonex 50% malathion bug killer liquid concentrate. Net contents 4 fluid ozs. © 4Oct61; KK163803.

Bugonex house plant bug killer dust, 1% lindane. Net wt. 1/20 oz. © 9Feb61; KK163804.

Nibonex liquid rabbit repellent concentrate. Net contents 4 fluid ozs. © 30Oct61; KK163802.

Panonex natural Hawaiian fern planter pole. © 20Feb61; KK163796.

Panonex sterilized cedar bark planter pole. © 28Aug61; KK163800.

Panonex sterilized round cedar planter pole. © 28Aug61; KK163801.

Shionex artificial flower & foliage spray. Net weight 15 av. ozs. © 4Oct61; KK163793.

Tyeonex greening planter pole tie pins. Net wt. 1 oz., approx. 48 pins. © 4Oct61; KK163798.

Vitonex all purpose cut flower preserver. Net wt. 2 ozs. © 19Sep61; KK163797.

Vitonex carnation cut flower preserver. Net wt. 2 ozs. © 19Sep61; KK163799.

Vitonex rose cut flower preserver. Net wt. 2 ozs. © 19Sep61; KK163794.

Wetonex liquid spreader-sticker wetting agent. Net contents 4 fluid ozs. © 19Sep61; KK163795.

I

IPC. SEE Isodine Pharmacal Corp.

IDEAS UNLIMITED. ©

Look who's moving to Sunnycrest: happy Homer Owner. (In The News-herald, Marion, Ind., Oct. 6, 1961, p.13) © 6Oct61; KK164232.

IMPACT ADVERTISING. ©

Fabulous carpet offer. Mohawk luxury, Acrilan value: Carpet 3 rooms wall to wall, \$357. Appl. author: Gross-Hatch Advertising. © 9Feb62; KK164437.

Fabulous carpet offer. Mohawk luxury, nylon value: Carpet 3 rooms wall to wall, \$357. Appl. author: Gross-Hatch Advertising. © 9Feb62; KK164438.

A never-before value: continuous filament Mohawk nylon carpet, 3 for 1 sale. (Harcourt nylon carpet) Appl. author: Gross-Hatch Advertising. © 10Jan62; KK163805.

IMPERIAL TILE CORP. ©

Finest quality. Imperial mosaic tile. © 3Aug61; KK166222.

INCO. SEE International Nickel Co., Inc.

INLAND HOMES CORP. ©

Introducing Inland's newest low cost home, the Buccaneer. Match book container. © 4Dec61; KK165164.

Recognized leader in low cost homes. The Buccaneer. Match book cover. © 4Dec61; KK165165.

White elephants have a limited market. The Buccaneer. (In Manufactured homes, Jan. 1962, p.2) © 6Jan62; KK163703.

INTERNATIONAL ELECTRIC CO. ©

Double circuit power control. Fence-O-Matic Weed Chopper electric fence. © 7Apr62; KK165588.

Permanent electronic barrier, a better boundary fence with much less maintenance. Electric fences. NM: "additional photographs and text." © 17Apr62; KK165589.

INTERNATIONAL LATEX CORP. ©

Bewitching in black, new cotton-Dacron bra completely colorfast. (P-8202) © 22Oct61; KK163779.

Discover the magic that is the new Playtex girdle. 30 days free trial of any style you choose today. G-1096. © 27May62; KK166819.

Every 6 seconds, all over America another woman starts wearing the new Playtex girdle. (Counter card P-7213) © 27May62; KK166825.

Every 6 seconds all over America another woman starts wearing the new Playtex girdle. Magic Controller girdle. G-1094. © 27May62; KK166817.

Every 6 seconds all over America another woman starts wearing the new Playtex girdle. Magic Controller girdle. G-1098. © 27May62; KK166816.

Extra, extra, extra. Look for the extras in all Playtex 2.50 bras. (P-8207) © 19Nov61; KK163778.

Extra, look for the extras in all Playtex \$2.50 bras. © 22Oct61; KK163780.

First quality Playtex Mold 'n Hold girdles and panty girdles. © 26Dec61 (in notice: 1962); KK164047.

For summertime glamour go strapless in comfort. Playtex Magic-Cling strapless. (BR-497) © 22Apr62; KK166663.

For summertime glamour go strapless in comfort. Playtex Magic-Cling strapless. (BR-499) © 22Apr62; KK166662.

4 out of 10 mothers used Dryper last summer. Only 1 out of 10 used Dryper just 3 years ago. © 1Jun62; KK166821.

Introducing a companion to famous Playtex Living bra, Living girdle. (Streamer P-7207) © 20May62; KK166659.

It's a great new longline bra. Playtex Magic-Cling longline. © 25Feb62 (in notice: 1961); KK164813.

Look for the extra in all Playtex 2.50 bras. Fashion-Magic bra. [One woman] © 19Nov61; KK163785.

Look for the extras in all Playtex 2.50 bras. Fashion-Magic bra. [Three women] © 19Nov61; KK163784.

Look for the extras in Playtex \$2.50 bras. (Streamer P-8203) © 19Nov61; KK163781.

Look, new sheer elastic; Playtex Living bras. (P-8214) © 29Jan62; KK164939.

Nature's way, Playtex disposable bottles. No.1605 package. 65 8-ounce bottles. © 15Apr59; KK164905.

Nature's way, Playtex natural-action nipples. No.1610 package. 2 natural-action nipples. © 15Apr59; KK164906.

Nature's way, Playtex nurser kit. Contains: 65 8-oz. pre-sterilized disposable bottles, 6 natural action nipples, 6 bottle holders & caps, 1 automatic expander. © 15Apr59; KK164908.

New, Golden Playtex girdle. © 26Feb61; KK166254.

New longer legs banish thigh bulge. Playtex Magic Controller panty girdle. G-1072. © 27May62; KK166811.

New longer legs banish thigh bulge. Playtex Magic Controller panty girdle. G-1074. © 27May62; KK166812.

New Playtex featherweight 100 baby pants, waterproof. (Streamer P-1150) © 8May62; KK166661.

New Playtex Magic Controller, now with cloth lining. © 4Feb62; KK164953.

New, Playtex Magic Controller, now with cloth lining. Foy card. © 8Feb62; KK164862.

New Playtex strapless bra. (Topcard P-8213) © 20May62 (in notice: 1961); KK166669.

New sheer elastic in all new Playtex Living bras. (Streamer P-8219) © 29Jan62; KK164931.

INTERNATIONAL LATEX CORP.-Con.

New sheer elastic, new lightness ... and machine washable like all Playtex Living bras. © 29Jan62; KK164932.

New summertime comfort. Playtex panty briefs. G-1076. © 27May62; KK166814.

New summertime comfort. Playtex panty briefs. G-1078. © 27May62; KK166813.

New swim cap fashions, by Playtex. © 28Dec61; KK164048.

New, zips on and off so easily; all new Playtex zipper panty girdle banishes thigh bulge. [Woman holding flowers] © 18Feb62; KK164856.

New, zips on and off so easily; all new Playtex zipper panty girdle banishes thigh bulge. [Woman with bow across chest] © 18Feb62; KK164857.

News, Playtex girdles with new cloth lining. [Woman in girdle & bra] © 28Jan62 (in notice: 1961); KK164810.

News, Playtex girdles with new cloth lining. [Woman in long dress] © 29Jan62 (in notice: 1961); KK164811.

News, Playtex girdles with the new cloth lining. [Woman with arms over head] © 28Jan62 (in notice: 1961); KK164812.

Now an elastic bra you can machine wash in detergents; Playtex Living bra. © 25Feb62; KK164859.

Now an elastic bra you can machine wash in detergents even bleach. Playtex Living bra. (Streamer P-8228) © 22Apr62; KK166660.

Now, an elastic bra you can machine wash in detergents, even bleach. Playtex Living bra. (Topcard P-8227) © 22Apr62; KK166668.

Now, an elastic bra you can machine wash in detergents, even bleach; Playtex Living bra. [Woman with arms raised] © 5Mar62; KK164935.

Now, an elastic bra you can machine wash in detergents, even bleach; Playtex Living bra. [Woman with hand on hip] © 5Mar62; KK164934.

Now, an elastic girdle you can machine wash in detergents, even bleach; holds its shape months longer. Living girdle. (G 1088) © 20May62; KK166666.

Now, an elastic girdle you can machine wash in detergents, even bleach; holds its shape months longer. Living girdle. (G 1090) © 20May62; KK166665.

Now at new low prices Playtex Mold'n Hold girdles. (Streamer P-7206) © 27May62; KK166823.

Now elastic you can machine wash in detergents; Playtex Living bra. © 25Feb62; KK164860.

Now, elastic you can machine-wash with detergent. Prove it to yourself offer: free large size Fab. Playtex living bra. (Streamer P-8225) © 25Feb62 (in notice: 1961); KK164950.

Now, new Playtex Living bra is made with Stretch-Ever elastic, the Spandex elastic made without rubber. (P-8208) © 1Dec61; KK163790.

Now Playtex Mold'n Hold girdles at new low prices. (Foy card P-7205) © 27May62; KK166824.

Now Playtex Mold'n Hold girdles at new low prices. G-1084. © 27May62; KK166815.

Now Playtex Mold'n Hold girdles at new low prices. G-1086. © 27May62; KK166818.

Now you get a free Playtex cotton-Dacron bra reg. 2.50 when you buy a cloth-lined Playtex girdle or panty girdle. (G-1072) © 15Apr62; KK166667.

Now you too can know the magic of the new Playtex girdle. 30 days free trial of any style you choose, today. P-7215. © 27May62; KK166822.

Playtex automatic expander, for use with Playtex nurser. No.1615 package. © 15Apr59; KK164907.

Playtex \$5.00 gift certificate towards the purchase of a \$6.95 longline bra with straps. © 10Jun62; KK166820.

Playtex Living bra; new, Stretch-Ever sheer elastic. (Package 178) © 19Jan62 (in notice: 1961); KK165145.

Playtex Living bra; new, Stretch-Ever sheer elastic. (Package 179) © 19Jan62 (in notice: 1961); KK165146.

Playtex Parfait baby pants. Style no.1488. Cone container. © 3May62; KK166360.

Playtex plisse baby pants. (Package no.452) © 8Jul60; KK164855.

Playtex swim cap fashions for 1962. Poppy happy, style no.1948. P-5030. © 25Oct61; KK163783.

Playtex, the no.1 glove in food stores, announces an exciting glove program; but first, here's a current report on glove sales. (Selling sheet, P-3062) © 26Dec61; KK164046.

Reach, bend, stretch; Playtex Magic-Cling long-line. (Top card, P-8222) © 25Feb62 (in notice: 1961); KK164937.

Special offer from Playtex. (Booklet P-8229) © 5Mar62; KK165299.

Store name introduces Living girdle with Stretch-ever spandex elastic. (G 1092) © 20May62; KK166664.

This is the big glove season, and Playtex ... is sponsoring TV advertising on 9 top shows on the full NBC network. (Selling sheet, P-3066) © 26Dec61; KK164045.

Win \$100 a month for 10 years; just come into our department and vote for your favorite extra in Playtex \$2.50 bras. © 25Feb62; KK164861.

Win \$100 a month for 10 years; just come into our department and vote for your favorite extra in Playtex \$2.50 bras; nothing to buy, nothing to write. © 25Feb62 (in notice: 1961); KK164952.

Win \$100 a month for 10 years ... just vote for your favorite extra in Playtex \$2.50 bras. (P-8212) © 25Feb62 (in notice: 1961); KK164936.

Win \$100 a month for 10 years. Nothing to buy, nothing to write; just vote for your favorite extra in Playtex \$2.50 bras. © 25Feb62 (in notice: 1961); KK164951.

Zip on and off so easily; all new Playtex zipper panty girdle banishes thigh bulge. © 18Feb62; KK164858.

Zip, on and off so easy: all-new Playtex zipper panty girdle banishes thigh bulge. (Foy card P-7192) © 8Feb62; KK164954.

Zip on and off so easy; new Playtex zipper panty girdle. (Streamer P-7191) © 8Jan62; KK164933.

INTERNATIONAL METAL PRODUCTS DIVISION, MCGRAW-EDISON CO. SEE McGraw-Edison Co. International Metal Products Division.

INTERNATIONAL NICKEL CO., INC. © Carefree gleam for carefree living; stainless steel with Inco nickel. (In The Saturday evening post, Feb. 24, 1962, p.14-15) © 20Feb62; KK164798.

Carefree gleam for carefree living. Stainless steel with Inco nickel in it is the modern metal. (In Newsweek, Mar. 5, 1962, p.60) © 1Mar62; KK165104.

Inco battles corrosion at sea with special test craft. (In Forbes, Jan. 15, 1962, p.52) © 12Jan62; KK163946.

Inco research helps repel threats to car plating beauty. (In Forbes, Mar. 15, 1962, p.55) © 12Mar62; KK165219.

Rain, grit, salt, tar. Why worry? Inco nickel under chrome keeps bright work beautiful for years. (In Life, Apr. 6, 1962, p.32) © 4Apr62; KK165944.

INTERNATIONAL OIL & METALS CORP. LIFE NUTRITION. SEE Life Nutrition.

INTERNATIONAL PAPER CO. ©

A salute to the States. Jan. 1962. © 15Dec61; KK163727.

Feb. 1962. Wisconsin. © 15Jan62; KK164104.

Mar. 1962. Colorado. © 15Feb62; KK164461.

Apr. 1962. Texas. © 15Mar62; KK164911.

May 1962. Georgia. © 15Apr62; KK165655.

June 1962. Connecticut. © 15May62; KK166333.

July 1962. New Mexico. © 15Jun62; KK166846.

Send me a man who reads. [Aeronautical engineer reading at desk] Appl. author: Ogilvy, Benson & Mather, Inc. NM: additions. © 22Aug61; KK164197.

Send me a man who reads. [Aeronautical engineer reading at desk] (In Fortune, Sept. 1961, p.32) Appl. author: Ogilvy, Benson & Mather, Inc. NM: additions. © 23Aug61; KK164199.

Send me a man who reads. [Businessman reading in lighted office of darkened building] Appl. author: Ogilvy, Benson & Mather, Inc. NM: additions. © 30Aug61; KK164198.

Send me a man who reads. [Congressman looking up at Capitol dome; night scene] Appl. author: Ogilvy, Benson & Mather, Inc. NM: additions. © 30Jun61; KK163810.

INTERNATIONAL TRUSS PLATE CORP. ©

Hercules Pow-R-Nail truss plates cut nailing time as much as a third. © 2Jan62; KK164246.

Save as you build. We will show you how Hercules roof truss construction saves money, makes profits over old-fashioned, conventional building methods. © 25Jan62; KK164774.

IONAC CHEMICAL CORP. ©

Anion exchangers; A-260, A-300. © 15Jan62; KK164194.

ISODINE PHARMACAL CORP. ©

Antibiotic throat spray. Contents: 1 fl. oz. © 18Nov60; KK163777.

Now your mouth can be surgically clean. Only new Isodine mouthwash kills every type germ. (In World news, Roanoke, Va., Jan. 3, 1962, p.2) Appl. author: Reach, McClinton & Co., Inc. © 3Jan62; KK164379.

ITEMS, INC. ©

It should happen to a dog; Raw-Bone, a genuine rawhide leather bone, Knuckle-Twist. © 26Mar62; KK165544.

ITKIN BROS., INC. ©

Dr. Murray got all his office furniture for \$789. (In The New York times, May 16, 1962, p.4) Appl. author: Smith/Greenland Co. © 16May62; KK166404.

This saves records. This saves records, rent, space, filing time. New roll-out Conserv-a-Files can save you 50% on floor space, up to 37% in filing time. (In New York times, June 17, 1962, p. 15 F) Appl. author: Smith/Greenland Co. © 17Jun62; KK166803.

You have 13 seconds to call MU 6-3978. Office furniture, interiors, lease plans. (In The New York times, Jan. 9, 1962, p.2) Appl. author: Smith/Greenland Co. © 9Jan62; KK163700.

You need a chair? We'll sell you a chair. (In The New York times, Jan. 31, 1962, p.2) Appl. author: Smith/Greenland Co. © 31Jan62; KK164428.

J

J & J. SEE Johnson & Johnson.

J.O.M.C. SEE Oster (John) Manufacturing Co.

JACOBSON, --. Enjoy life with Miller High Life. SEE Miller Brewing Co.

JACQUEMAIN, PAT. © Jep1 cartoons. 1-18. © 23Jan62; KK164749.

JET SPRAY COOLER, INC. © Jet Spray presents a new dimension in carbonated beverage merchandising, Jet-Carbo-Spray, the first visual carbonated beverage dispenser. Model CJ-1. Price list and specifications. © 9Apr62; KK165653.

JOHNICE, SISTER. God's plan of salvation in Christ. SEE Pius XII Religious Education Resource Center, Monroe, Mich.

JOHN'S, INC. © Spring showing. DewKist plant selections to increase your sales. Appl. author: John Masek. © 16Apr62; KK165618.

Spring showing, azaleas. Appl. author: John Masek. © 1Jan62 (in notice: 1961); KK163576.
Spring showing: gardenias. © 28Feb62; KK164796.

JOHNSON (GASTON) COPP. © No-Roach kills roaches, ants. Net contents one pint. © 28Mar62; KK165257.

JOHNSON (SAM) & SON'S FISHERIES, INC. © New price list, winter fresh fish, from now thru Lent until May 1962. Appl. author: John S. Johnson, Sr. © 25Jan62; KK165372.

JOHNSON & JOHNSON. © Donor sites; another important use for Surgicel absorbable hemostat. (In Hospital topics, May 1962, p.2 of cover) © 1May62; KK166256.
The first quality milk filters, convenient and fast: new Rapid-Flo Rolstrip. (In The Dairyman, Feb. 3, 1962, p.17) © 3Feb62; KK164961.

Flocron rigid milk filters, farm-tested and proved coast-to-coast. © 2Jan62 (in notice: 1961); KK164187.

Hemorrhoidectomy. Another important use for Surgicel, absorbable hemostat. (In Hospital topics, Mar. 1962, p.2 of cover) © 1Mar62; KK165103.

J & J Rapid-Flo, the first quality milk filters; fast, tough, safe, economical. Single gauze faced filter disks. © 5Jan62 (in notice: 1961); KK164052.

Johnson & Johnson introduces a new concept in quality milk production: Flocron rigid milk filter disks. © 2Jan62 (in notice: 1961); KK164186.

Just \$1.00 brings you this 4-piece thermometer-basting set. © 1Jan62 (in notice: 1961); KK164188.

New products, new uses, new ideas, from Johnson & Johnson research. Chux nursery diapers. (In Hospitals, Jan. 16, 1962, p.70-71) © 16Jan62; KK164185.

New products, new uses, new ideas from Johnson & Johnson research. Regent micro filter disposable mask. (In Hospital topics, Apr. 1962, p.136-137) © 1Apr62; KK165689.

New see-thru filter holder shows sediment build-up, spots mastitis flare-ups. Rapid-flo filter holder. © 4Jun62; KK166826.

Now you can see how clean each cow's milk really is. New 3-piece Rapid-flo filter holder. © 4Jun62; KK166828.

Rapid-flo filter holder ad mat sheet. © 4Jun62; KK166827.

Stretches, adheres, conforms; Kling elastic gauze bandage, packaged sterile. (In RN, Apr. 1962, p.15) © 1Apr62; KK165844.

You can get this \$2.25 value measuring set absolutely free with your 3-box order of Johnson & Johnson milk filters; 11-piece Mirro measuring set free. © 14May62; KK166255.

JOHNSON & JOHNSON. FILTER PRODUCTS DIVISION. © The first quality milk filters, fast and safe. Rapid-Flo. (In Farm Journal, Feb. 1962, p.82) © 1Feb62; KK164421.

JOHNSON & JOHNSON. PERMACEL DIVISION. SEE Permacel.

JOHNSON CITY PUB. CO., INC. © Mister Texan. © 10Jan62; KK164024.

Top Ten men's shoes. © 30Mar62; KK165739.

JOHNSTON (ROBERT A.) CO. © Waite's chocolate chip ice cream. 1/2 gal. liq. Appl. author: KVP Sutherland Paper Co. © 19Mar62; KK165587.

JONES, BOB. Rocky Mountain signifies quality and service for orthodontics and dentistry for children. SEE Rocky Mountain Metal Products Co.

JO-TOM ORIGINALS. Pure tropical air, canned fresh in Hawaii. © Josephine Bienvenu & Thomas F. Bienvenu d.b.a. Jo-Tom Originals; 28Dec61; KK165528.

JUVENILE SHOE CORP. OF AMERICA. © Lady golfer. Shoe box. © 9Mar62; KK165203.

K

K.D.D. CO. SEE Kentucky Dew Distilling Co.

K. LTD. SEE Kober, Ltd.

K OF M. SEE Kitchens of Maureen.

KVP SUTHERLAND PAPER CO. © Chocolate ice cream. One pint liquid. (No.911-ABP) © 17Jan62 (in notice: 1961); KK164471.

Fudge marble ice cream. One pint liquid. (No.914-ABP) © 30Jan62 (in notice: 1961); KK164473.

Ice cream. One pint liquid. (No.913-ABP) © 16Jan62 (in notice: 1961); KK164474.

Ice cream. One pint liquid. (No.915-ABP) © 16Jan62 (in notice: 1961); KK164475.

Mocha fudge spin. SEE Waukesha Fruit Products, Inc.

Neapolitan ice cream. One pint liquid. (No.912-ABP) © 16Jan62 (in notice: 1961); KK164472.

Packaging for all sorts of things. Illus.: Signed: Chas. Addams. (In Modern packaging, Apr. 1962, p.70) © 22Mar62; KK166187.

Packaging for every need. Illus.: Signed: Chas. Addams. (In Packaging design, Apr. 1962, p.14) © 1Apr62; KK166185.

Packaging for export. Illus.: Signed: Chas. Addams. (In Modern packaging, Feb. 1962, p.163) © 22Jan62; KK166184.

Packaging that moves people. Illus.: Signed: Chas. Addams. (In Packaging design, Feb. 1962, p.10) © 1Feb62; KK166186.

Plymouth Maid vanilla ice cream. One gallon liquid. (No.G-150) © 4Jan62 (in notice: 1961); KK164289.

Vanilla ice cream. One pint liquid. (No.910-ABP) © 16Jan62 (in notice: 1961); KK164476.

KAL KAN FOODS, INC. ©

Burger rounds, with chicken broth, for dogs 'n cats. Net wt. 15-1/4 oz. © 1Mar62; KK165356.

Burger rounds with gravy, for dogs 'n cats. [Diamond design] Net wt. 15 1/4 oz. © 1Mar62; KK165809.
Stew for dogs 'n cats. Green diamond design on silver background. Net wt. 15 oz. © 15Jan62 (in notice: 1961); KK165355.

KARAGHEUSIAN (A. & M.) INC. ©

If you don't like to live behind drawn shades, better get Gulistan carpet. [Cat lying on carpet] (In Better homes & gardens, June 1962, p.36-37) Appl. author: Foote, Cone & Belding. © 18May62; KK166542.

If you've ever cried over your children's spilled milk, better get Gulistan carpet. (In Better homes & gardens, Mar. 1962, p.19) Appl. author: Foote, Cone & Belding. © 20Feb62; KK165090.

Surround all that you're proud of with beauty you'll prize forever; Futurity by Gulistan. Gulistan carpet. Family on rug. (In Good housekeeping, Nov. 1961, p.53) Appl. author: Foote, Cone & Belding. © 18Oct61; KK164314.

These big retailers are boosting P. R. in a really big way. Gulistan carpet. (In Modern floor coverings, Aug. 1961, p.26) Appl. author: Foote, Cone & Belding. © 1Aug61; KK162957.

KASS, GERALD J. © Make it easy, make it Esser's. © 2Apr62; KK165565.

KATHER, ALFRED C. ©

Automatic electric mattress for home, hospital and crib. Serofoam mattress and box spring. © 11Dec61; KK164478.

Aut-O-Matts, electric, for sleeper sofas, bed, divans and studio couches. Mattress pads, mattress toppers. NM: new matter. © 4Jan62; KK164375.

Can't sleep? Nothing in the world can give a body that warm sleep comfort like AEM, aut-o-matt electric matres. (AEM, automatic electric mattress) © 28May62; KK166446.

Children's patent hand toy bag. Animal faces in 3 dimension. © 27Apr62; KK166751.

Jo-jo. Fun for everyone, anywhere. Tether toy. © 28Apr62; KK166752.

Just plug in; electric mattress; automated electrically heated. © 22Mar62; KK165950.

KATHER, ALFRED C. SEE Automatic Electric Mattress Co.

KAYNAR CO. ©

Free, beautician's tray plus extra savings on Lady Ellen Hollywood Klippies pin curl clips. (In Modern beauty shop, western ed., July 1959, section 1, p.14) © 1Jul59; KK164432.

KELLOGG CO. ©

The big choice for the big family. Jumbo assortment. (In Rochester times-union, Mar. 19, 1962, p.35) Appl. author: Leo Burnett Co., Inc. © 19Mar62; KK165508.

Calorie counters and the regularity breakfast. All-Bran. (In Life, April 6, 1962, p.26) Appl. author: Leo Burnett Co., Inc. © 4Apr62; KK165506.

Calorie counters and the regularity breakfast. All-Bran. (In McCall's, Apr. 1962, p.146) Appl. author: Leo Burnett Co., Inc. © 22Mar62; KK166370.

Corn-crisped chicken, made with Kellogg's corn flake crumbs. (In Better homes & gardens, Mar. 1962, p.83) Appl. author: Leo Burnett Co., Inc. © 20Feb62; KK164658.

Corn-crisped chops, made with Kellogg's corn flake crumbs. (In Better homes & gardens, Mar. 1962, p.85) Appl. author: Leo Burnett Co., Inc. © 20Feb62; KK164656.

Corn-crisped croquettes, made with Kellogg's corn flake crumbs. (In Better homes & gardens, Mar. 1962, p.85) Appl. author: Leo Burnett Co., Inc. © 20Feb62; KK164657.

Crispiest way to get the vitality of native rice; Rice Krispies. Peaches. (In Life, May 18, 1962, p. 6) Appl. author: Leo Burnett Co., Inc. © 16May62; KK166771.

Crispiest way to get the vitality of native rice; Rice Krispies. Strawberries. (In Life, Apr. 20, 1962, p. 2 of cover) Appl. author: Leo Burnett Co., Inc. © 18Apr62; KK166770.

Free milk money from Kellogg's. Yours when you breakfast on one of these Kellogg favorites. Rice krispies. (In Life, May 25, 1962, p. 5) Appl. author: Leo Burnett Co., Inc. © 23May62; KK166768.

Free pin-me-ups with 3-D frame. Corn flakes. (In Chicago Sunday Tribune, Mar. 11, 1962, pt.7, p.10) Appl. author: Leo Burnett Co., Inc. © 10Mar62; KK165217.

Gro-Pup T-Bone, the big bite of nourishment. (In Suburbia today, Mar. 1962, p.26) Appl. author: Leo Burnett Co., Inc. © 5Mar62; KK164655.

Gro-Pup T-Bone, the big reward in nourishment; dogs snack it up. (In Suburbia today, Apr. 1962, p.26) Appl. author: Leo Burnett Co., Inc. © 2Apr62; KK165509.

How the Special K breakfast can make your weight control program work. (In Life, Mar. 9, 1962, p.89) Appl. author: Leo Burnett Co., Inc. © 7Mar62; KK165215.

How to balance the table scraps. Gro-Pup Ribbon. (In Suburbia today, Feb. 1962, p.22) Appl. author: Leo Burnett Co., Inc. © 4Feb62; KK164424.

Ideal for light housekeeping. Corn flakes. (In Life, Mar. 16, 1962, p.32) Appl. author: Leo Burnett Co., Inc. © 14Mar62; KK165214.

New kind of comic books free on Kellogg's OKs packages. (In Chicago Sunday Tribune, Jan. 28, 1962, pt.7, p.10) Appl. author: Leo Burnett Co., Inc. © 27Jan62; KK164425.

No trade 'em for Manhattan. Corn flakes. (In Life, May 4, 1962, p.7) Appl. author: Leo Burnett Co., Inc. © 2May62; KK166372.

Now a second kind of crumbs from Kellogg's, new gourmet seasoned Kellogg's corn flake crumbs. (In Providence evening bulletin, May 28, 1962, p. 3) Appl. author: Leo Burnett Co., Inc. © 28May62; KK166772.

Now you can feed leftovers with complete confidence. Turn scrap meals into balanced meals with Gro-Pup Ribbon. (In Suburbia today, Jan. 1962, p.18) Appl. author: Leo Burnett Co., Inc. © 4Jan62; KK163824.

Put a tiger on your team. Sugar frosted flakes. (In Life, May 11, 1962, p.122) Appl. author: Leo Burnett Co., Inc. © 9May62; KK166371.

The regularity breakfast for weight control diets. All-Bran. (In Life, Mar. 2, 1962, p.80) Appl. author: Leo Burnett Co., Inc. © 28Feb62; KK165216.

The regularity breakfast for weight control diets. All-Bran. (In The Reader's digest, Apr. 1962, p.280) Appl. author: Leo Burnett Co., Inc. © 25Mar62; KK166369.

Special K breakfast; the quick protein breakfast for common sense weight control. (In Life, Apr. 27, 1962, p. 28) Appl. author: Leo Burnett Co., Inc. © 25Apr62; KK166769.

Special to you from me, free flip-face games attached to new Kellogg's OK's package backs. (In Chicago Sunday Tribune, Oct. 29, 1961) Appl. author: Leo Burnett Co., Inc. © 28Oct61; KK164080.

There's only one all time, all corn favorite, Kellogg's corn flakes. (In Sunday world-herald, May 6, 1962, p.14B) Appl. author: Leo Burnett Co., Inc. © 6May62; KK166368.

They know the score. Corn flakes. (In Life, Apr. 13, 1962, p.28) Appl. author: Leo Burnett Co., Inc. © 11Apr62; KK165507.

The unusual new cereal with concentrated nutrition for folks who live a full life and want to keep right on doing it. Concentrate. (In Life, Feb. 23, 1962, p.85) Appl. author: Leo Burnett Co., Inc. © 21Feb62; KK165218.

The unusual new cereal with concentrated nutrition for folks who live a full life and want to keep right on doing it. Concentrate. (In Time, Dec. 15, 1961, p.67) Appl. author: Leo Burnett Co., Inc. © 12Dec61; KK163823.

We'll send you 25¢ to remind you that Kellogg's corn flakes are the best to you each morning. (In World herald, Apr. 8, 1962, section B, p.3) Appl. author: Leo Burnett Co., Inc. © 8Apr62; KK165505.

What doctors say, and you should know, about Kellogg's Concentrate, the unusual new cereal with concentrated nutrition. (In Life, Apr. 6, 1962, p.106) Appl. author: Leo Burnett Co., Inc. © 4Apr62; KK165510.

KENRO GRAPHICS, INC. ©

Offset negative cost calculator. © 17May62; KK166720.

KENTILE, INC. ©

Kentile presents all that's new in solid vinyl floors. © 5Jun61; KK165529.

Kentile vinyl on today's smartest floors. So easy to care for, this charming colonial floor in long wearing tile. (In The Saturday evening post, Mar. 8, 1960) © 8Mar60; KK165424.

KENTUCKY DEW DISTILLING CO. ©

Kentucky Dew, now at popular prices. Straight bourbon whisky. (In Courier-journal, Louisville, Ky., Mar. 8, 1962, p.10) Appl. author: Fred Clarke. © 8Mar62; KK164892.

KE-NU PRODUCTS, INC. ©

Silky soft Ke-Nu, with Nuresol, water conditioner and cleaner. Net weight 1 lb. 12 oz. © 15Dec61; KK164487.

KIEKHAEFER CORP. ©

Black gold. 100 h.p. Mercury six. (In The Boating industry, Feb. 1962, p.139) Appl. author: Terry Rees. © 1Feb62; KK164893.

Eight good reasons why you should switch to Mercury. (In Boat & motor dealer, Jan. 1962, p.2 of cover) Appl. author: Terry Rees. © 1Jan62; KK164803.

Fast, will last. Mercury outboards. (In Boating year 'round, Feb. 1962, p.7) Appl. author: Terry Rees. © 1Feb62; KK165351.

A Merc doesn't have a nose to get in other people's business. Mercury 100 ... horsepower outboards. (In Outdoor life, Mar. 1962, p.125) Appl. author: Terry Rees. © 1Mar62; KK165118.

A Merc is driftwood-proof. At Lake X, we purposely slam Mercs over logs, sand bars, and water ski jumps. Mercury 100 horsepower outboards. (In Motor boating, May 1962, p.143) Appl. author: Terry Rees. © 1May62; KK166854.

Mercury has a new small voice. Mercury 100 ... horsepower outboards. (In Yachting, Feb. 1962, p.111) Appl. author: Terry Rees. © 1Feb62; KK165132.

Mercurys are easier for us to sell. [Endorsed by David Timmins] (In The Boating industry, Apr. 1962, p.95) Appl. author: Terry Rees. © 1Apr62; KK165872.

The most run for your money. Merc 1000. (In Motor boating, Jan. 1962, p.15) Appl. author: Terry Rees. © 1Jan62; KK164659.

News for inboarders: 8 reasons why you should specify MerCruiser stern drive on your next inboard. (In Motor boating, Jan. 1962, p.49) Appl. author: Terry Rees. © 1Jan62; KK164660.

No snag, no drag. Mercury outboards. (In The Saturday evening post, Jan. 27, 1962, p.6) Appl. author: Terry Rees. © 27Jan62; KK164650.

Outboard pistons like to get slicked up. New formula 2 quicksilver outboard motor oil. (In Lakeland boating, May 1962, p.31) Appl. author: Terry Rees. © 1May62; KK166866.

People who know the ropes don't use 'em. (In Popular boating, Apr. 1962, p.209) Appl. author: Terry Rees. © 1Apr62; KK166852.

Special report ... announcing a new breakthrough in marine propulsion. MerCruiser. (In The New York times, Jan. 14, 1962, p.M9) Appl. author: Terry Rees. © 14Jan62; KK165191.

We looked into every well-known make of outboard motors and found that Mercurys have more salable features than any other. [Endorsed by Richard Colhoun] (In The Boating industry, Mar. 1962, p.209) Appl. author: Terry Rees. © 1Mar62; KK166048.

When the 1962 models came out, we switched to Mercury. [Endorsed by Gordon T. Eichelberger] (In The Boating industry, May 1962, p.47) Appl. author: Terry Rees. © 1May62; KK166329.

Which of these fishing twins is the little brother? Mercury. (In Sports afield, Jan. 1962, p.79) Appl. author: Terry Rees. © 1Jan62; KK164801.

Why we painted it black. Mercury 100 ... horsepower outboards. (In Sports illustrated, Apr. 16, 1962, p.11) Appl. author: Terry Rees. © 16Apr62; KK166382.

You've got confidence in the palm of your hand with every Mercury. Single-lever control. (In Boating year round, June 1962, p.13) Appl. author: Terry Rees. © 1Jun62; KK166855.

KING-SEELEY THERMOS CO. AMERICAN THERMOS PRODUCTS CO. SEE American Thermos Products Co.

KING'S KITCHEN NO.1, INC. ©
The King's Kitchen, 480 Boston Post Road near Orange Center Road, Orange, Connecticut. © 23Dec61; KK163698.

KITCHENS OF MAUREEN.
Hot, hot Jim Gilliam southern style bar-b-que sauce. © Robert Glick d.b.a. Kitchens of Maureen; 24May62; KK166860.

KITCHENS OF SARA LEE, INC. ©
Pineapple cream cheese cake. Net wt. 1 lb. 4 oz. NM: illustration and text. © 15Jan62; KK166795.

KLEAR VISION SPECIALISTS. ©
Can you wear contact lenses? Find out without any risk. Vent-Air now breaks the barrier. (In Sunday news, Apr. 1, 1962, p.23) Appl. author: Lawrence Lewison. © 1Apr62; KK165324.

KNOMARK, INC. ©
New from Lady Esquire. a 10 second beauty treatment for your shoes. (In Harper's bazaar, Apr. 1960, p.68) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of William Jacoby. © 1Apr60; KK166478.

A shoe polishing miracle. Esquire spray shine. (In Life, Feb. 22, 1960, p.55) © 22Feb60; KK164941.

A shoe polishing miracle. Esquire spray shine. (In Life, Feb. 22, 1962, p.55) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of William Jacoby. © 22Feb60; KK165307.

KOBEER, LTD. ©
Pleasant weekend. Whitbread pale ale. (In The New Yorker, Jan. 6, 1962, p.73) © 6Jan62; KK163640.

KOFFLER SALES CORP. ©
Mats, matting and stair treads. © 1Mar62; KK165027.

KOPPOWARE PRODUCTS MANUFACTURING CO. ©
A dramatic new decorating idea for centerpieces; an exquisite fantasy. Pre-formed plastic rain scented floral arrangement. Appl. author: Sol Fox. © 14Jan62; KK164556.

KOVELESKI, ANTHONY MICHAEL. SEE Auto World.

KRAMER, GENE.
Dentistry goes to the world's fair, sponsored by the Washington State Dental Assn. SEE Rocky Mountain Metal Products Co.
Nuk Sauger orthodontic nipple. SEE Rocky Mountain Metal Products Co.

A profile of dental progress. SEE Rocky Mountain Metal Products Co.

KROCK, NATHAN R. SEE Boston Print Co.

KULZICK (R. L.) INC. ©
Save 70%; a new thrifty service on your dry cleaning, with Econo-Clean. © 31Jan62; KK164381.
Valuable coupon. Newest style men's tie, 49 cents. © 1Feb62; KK164382.

KUHNHAUSER-STAAZ & CO. ©
Goldstadt premium beer exclusively formulated and packaged for Kuhnhauser-Staatz by Goldstadt Brewing Co., Nevada. One half quart. © 8May62; KK166891.
Goldstadt, the original pony pack containing 4 half quart cans. © 8May62; KK166892.
Staatz quality beer. One half quart. © 8May62; KK166894.
Staatz quality beer, the original pony pack. 4 half quart cans. © 8May62; KK166893.

L

L & F. SEE Lehn & Fink Products Corp. Professional Division.

L. I. ELECTRO-LABS, INC. ©
Quality long nose pliers. Model F100. (A Chief product) Appl. author: Solomon Goodman. © 1Jun62; KK166467.

L. MCN. & L. SEE Libby, McNeil & Libby.

L. N. L. SEE Lincoln National Life Insurance Co.

LP CO., INC. SEE Lindy Pen Co., Inc.

L.R.O. CO. SEE Lindsay Ripe Olive Co.

LABORATORY FOR ELECTRONICS, INC. ©
Improved treadle for vehicle counting. (Product notes, no.78) © 5Mar62; KK164799.

Model 517 controller series. Traff-O-Matic. (Product notes, no.76) © 7Feb62; KK164754.

Model MR-10 magnetic detector amplifier. (Product notes, no.81) © 21Mar62; KK165137.

Model RC-1 radar vehicle detector. (Product notes, no.77) © 16Feb62; KK164536.

LAFAYETTE RADIO ELECTRONICS CORP. ©
Grand opening sale. 20,000 square feet for shopping, everything you need in electronics & hi-fi. (Catalog no.622) Appl. author: Max H. Kranzberg. © 2Dec61; KK164041.

LAKELAND NURSERIES SALES CORP ©
New from Lakeland; introducing an amazing new kind of tree, Scarlet Gloray, Lakeland's redleaf birch. © 1Mar62; KK164805.

LAKESIDE TOYS.
Sky Sweeper kite kit. 4 foot inflatable plastic kite. © Lakeside Toys, division of Lakeside Industries; subsidiary of Lakeside Plastics & Engraving Co.; 22Dec61; KK164616.

LA LAMNE, INC. ©
Jack La Lanne's instant breakfast. Net weight 7 oz. © 18Sep61; KK163715.

LANCONE, INC. ©
Magie, for that magic moment. (In Social spectator, Jan. 1962, p.22) © 15Jan62; KK164371.

LANGFELD, BEATRICE. SEE Danby Farm.

LANGFELD, DANIEL. SEE Danby Farm.

LANVIN PARFUMS, INC.
A Tahitian tan by Lanvin, Sun 'n Fun. (In The New Yorker, June 2, 1962, p.5) Appl. author: North Advertising, Inc. © 2Jun62; KK166599.

LARGE (M.) DESIGNER. ©
Cut-outs for decorating. Appl. author: Phillip M. Large. © 21Feb62; KK165905.
Mosaic kits. Appl. author: Phillip M. Large. © 21Feb62; KK165906.

LA ROSA (V.) & SONS, INC. ©
Italian style assorted cookies. Tray. © 1Dec61; KK164305.

LAVINE, PHILLIP.
Better health through dentistry. SEE Rocky Mountain Metal Products Co.

LAZARUS PUPPETS.
Our talking, walking, dancing Barbie and Ken doll puppet show. (In Columbus dispatch, Feb. 20, 1962 p.16A) © Lazarus a.a.d.o. F. & R. Lazarus & Co., owner of a dept. Lazarus Puppets; 20Feb62; KK165736.
Suddenly it's spring at Lazarus. (In Columbus dispatch, Feb. 18, 1962, p.32A) © Lazarus a.a.d.o. F. & R. Lazarus Co., owner of a dept. Lazarus Puppets; 18Feb62; KK165737.

LEE (H. D.) CO., INC. ©
At school, after school, Lee Riders; colorfast, fun fast and boy how

they last. (In Life, July 28, 1961, p.58) Appl. author: Grey Advertising, Inc. © 26Jul61; KK163874.

The brand working ranchmen wear. Lee Riders. (In The National future farmer, Aug.-Sept. 1961, p.6) © 20Jul61; KK163871.

The brand working ranchmen wear. Slim & rugged Westerner. (In The National future farmer, June-July 1961, p.10) © 20May61; KK163870.

Lee Riders and Westerners, these pants bring out the west in a guy. (In Life, Aug. 4, 1961, p.91) Appl. author: Grey Advertising, Inc. © 2Aug61; KK163873.

Lee Riders, the brand working cowboys wear. (In Life, Sept. 8, 1961, p.119) Appl. author: Grey Advertising, Inc. © 6Sep61; KK164145.

Lee Riders, the brand working cowboys wear. Mending a fence on a working ranch, Crystal Springs, South Dakota. (In Life, Sept. 29, 1961, p.31) Appl. author: Grey Advertising, Inc. © 27Sep61; KK164146.

Lee takes a seldom seen look at working comfort. Dungarees. (In Farm Journal, Sept. 1961, p.107) Appl. author: Grey Advertising, Inc. © 19Aug61; KK163875.

Live action British-check tapered slacks. Leesures. (In Life, Aug. 11, 1961, p.8) Appl. author: Grey Advertising, Inc. © 9Aug61; KK164142.

Live action lean 'n lustrous tapered slacks. Leesures. (In Life, Aug. 25, 1961, p.18) Appl. author: Grey Advertising, Inc. © 23Aug61; KK164143.

Live action Lee-Lustre tapered slacks. Leesures. (In Life, Aug. 18, 1961, p.14) Appl. author: Grey Advertising, Inc. © 16Aug61; KK164144.

Live action trim and tapered sport shirts. Leesures. (In Playboy, Aug. 1961, p.25) Appl. author: Grey Advertising, Inc. © 18Jul61; KK163869.

Which size 34 are you? Chetopa Twills. (In Look, Sept. 12, 1961, p.77) Appl. author: Grey Advertising, Inc. © 29Aug61; KK163877.

Why some knees bust when Lee is still going strong. Bib overalls. (In Progressive farmer, Nov. 1961, p.61) Appl. author: Grey Advertising, Inc. © 15Oct61; KK163876.

LEHCO PRODUCTS. CANDY DIVISION.
Dr. Nutty's freeway pills. (Dr. Nutty's candy pills) © J. Robert Lehmann d.b.a. Lehco Products (in notice: Lehco Products (Candy Division)); 17Mar62; KK165955.

LEHMANN, J. ROBERT. SEE Lehco Products. Candy Division.

LEHN & FINK PRODUCTS CORP. PROFESSIONAL DIVISION. ©

Always ready for immediate action, just pour from convenient can. Instrument germicide simplifies infection control. (In Hospitals, Feb. 16, 1962, p.40) Appl. author: Robert E. Wilson, Inc. © 16Feb62; KK165379.

Staph newsletter. Series with significant suggestions for controlling cross infections. (In Hospital topics) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F) 12. © 15Jun61; KK164152.
15. © 15Nov61; KK163714.
17. © 16Mar62; KK165900.

LEHN & FINK PRODUCTS CORP. PROFESSIONAL DIVISION.-Con.
Staph newsletter. Series with significant suggestions for controlling cross infections. (In The Modern hospital) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F) 16. © 10Jan62; KK165890.
18. © 16May62; KK166332.

Why confuse your customers with dozens of disinfectants? Tergisyl, Amphyl spray, L & F instrument germicide. (In The A. S. T. A. Journal, Jan. 1962, p.13) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F); 15Jan62; KK165891.

LENNOX INDUSTRIES, INC. ©
Gift of the good life. Year round air conditioning. (In Holiday, Dec. 1959) © 12Nov59; KK165002.
Here's how Lennox quality pays off for you. (In NAHB journal of home-building, Dec. 1959, p.85) © 3Dec59; KK166348.

Lennox, it's wonderful. Little girls are made of sugar 'n' spice. Heating and air conditioning. (In The Saturday evening post, Dec. 26, 1959, p.2 of cover) © 22Dec59; KK165003.

Lennox, it's wonderful. Nicest valentines ever. Heating and air conditioning. (In Life, Feb. 15, 1960) © 15Feb60; KK165005.

The nation's leading builders say: Penny-pinching on heating and air conditioning is for the birds. [Endorsed by Harold Glazier] (In The Saturday evening post, Feb. 6, 1960, p.90) © 2Feb60; KK165004.

No matter what fuel you use, the only way to indoor comfort is constant air circulation. Heating and air conditioning. (In Journal of home-building, Jan. 1960, p.152-153) © 26Dec59 (in notice 1960); KK166036.

LEONHARDT ENGINEERING CO. ©
The LH-101 micro-sonic; high fidelity speaker system. Appl. author: Arthur J. Leonhardt. © 25May62; KK166589.

LESTOIL PRODUCTS, INC. ©
Sparkle scent; it smells so good, yet works so hard. For all general cleaning. Net contents 15 ozs. © 28Dec61; KK164026.

LEVER BROS. CO. ©
Fluorides for healthy teeth. (In Reader's digest, Mar. 1962, p.231) Appl. author: Foote, Cone & Belding. © 21Feb62; KK165091.
Is there any real difference in fluoride tooth pastes? Pepsodent. (In The Reader's digest, Feb. 1962, p.157) Appl. author: Foote, Cone & Belding. © 21Jan62; KK164281.

Wonderful record offer: new Doris Day special 12" LP album, Wonderful Day. Imperial margarine. (In New York mirror magazine, Feb. 25, 1962) Appl. author: Foote, Cone & Belding. © 25Feb62; KK165094.

LEVI (J.) CO. ©
New products of Levi originals for precious photographs. Charm-ads. © 1May62; KK166717.

LIBBEY-OWENS-FORD GLASS CO. ©
Shoppers see much more in the open world of L. O. F. glass. (In Life, Apr. 20, 1962, p.20-21) Appl. author: Robert C. Blumer. © 16Apr62; KK165651.

You can bank on friendliness in the open world of L. O. F. glass. (In Life, May 18, 1962, p.112-113) Appl. author: Robert C. Blumer. © 14May62; KK166301.

LIBBY, MCNEIL & LIBBY. ©
Fun to make. Frozen Miracle Meringue brand Pie Pak, lemon. Net wt. 1 lb. 7-1/4 oz. © 19Oct61; KK165049.

LIEBMAN BREWERIES, INC. ©
Al Smith. Rheingold. (In Daily news, New York, Jan. 5, 1962, p.78) Appl. author: Foote, Cone & Belding. © 4Jan62; KK165518.

The charter member from Brooklyn. Samuel Liebmann. (In Modern brewery age, Jan. 1962, p.12) Appl. author: Foote, Cone & Belding. © 17Jan62; KK164612.

De los elabroadores de Rheingold extra dry a el estado libre de Puerto Rico. Ninth anniversary of the Commonwealth of Puerto Rico. (In El Diario, July 23, 1961, p.D-6) Appl. author: Foote, Cone & Belding. © 23Jul61; KK164313.

Extra dry, the two biggest words in beer; my beer is Rheingold, the dry beer. (Rheingold extra dry) Can & glass. (In The Philadelphia tribune, Feb. 20, 1962, p.8) Appl. author: Foote, Cone & Belding. © 20Feb62; KK165520.

5 to 1 in your flavor. Quality is the extra in Rheingold extra dry. (In Boston evening globe, Nov. 27, 1961, p.1) Appl. author: Campbell, Emery, Haughey & Lutkins, Inc. © 27Nov61; KK163631.

Forecast: cool spell brewing. Quality is the extra in Rheingold extra dry. (In Boston record-American, Oct. 9, 1961, p.47) Appl. author: Campbell, Emery, Haughey & Lutkins, Inc. © 9Oct61; KK163630.

Der Geschmack wird's verraten: Rheingold hat, was andere nicht haben. [Endorsed by Ann Blyth] (In Sonntagsblatt Staats-Zeitung und Herold, Nov. 26, 1961, p.A16) Appl. author: Foote, Cone & Belding. © 26Nov61; KK164316.

Here's the bock that'll bring 'em back for more, back for more high profit Rheingold golden bock. [Miss Rheingold] [Miss Rheingold sitting in cart drawn by ram] (In New Jersey beverage journal, Feb. 1962, p.47) Appl. author: Foote, Cone & Belding. © 1Feb62; KK165521.

It takes a keen eye to select barley malt good enough for Rheingold beer. (In Boston record-American, Oct. 20, 1961, p.77) Appl. author: Campbell, Emery, Haughey & Lutkins, Inc. © 20Oct61; KK163629.

Kathy makes a big splash. My beer is Rheingold. Firehouse helpers: pretty Kathy Kersh, Miss Rheingold 1962, and friend. (In Backtaps, Mar. 1962, p.4 of cover) Appl. author: Foote, Cone & Belding. © 15Mar62; KK165674.

May is your month; Rheingold will tell your neighbors about national tavern month with mass circulation. Beer on tap. (In Beverage retailer weekly, May 1, 1961, p.25) Appl. author: Foote, Cone & Belding. © 1May61; KK165842.

Merry Christmas, happy new year from Miss Rheingold 1961 and the brewers of the famous extra dry beer. Janet Mick. (In The Tablet, Dec. 9, 1961, p.32) Appl. author: Foote, Cone & Belding. © 9Dec61; KK164318.

Millions say: My beer is Rheingold, the dry beer. Kathy and Casey at the bat. (In Sunday news, New York, Apr. 15, 1962, coloroto magazine, p.4 of cover) Appl. author: J. Walter Thompson Co. © 15Apr62; KK165856.

Monte Irvin and all the rest of us who brew and bring you Rheingold extra dry wish you the merriest of Christmases. (In National leader,

Nov.-Dec. 1961, p.4) Appl. author: Foote, Cone & Belding. © 12Nov61; KK164278.

Monte Irvin says, meet John De Leaver. Rheingold. (In National leader, Nov.-Dec. 1961, p.12) Appl. author: Foote, Cone & Belding. © 12Nov61; KK164178.

Monte Irvin says, meet Ken Harrison. Rheingold. (In National leader, Oct. 1961, p.3) Appl. author: Foote, Cone & Belding. © 12Oct61; KK164179.

Monte Irvin says meet Stanley H. Williams. Rheingold. (In National leader, Jan. 1962, p.3) Appl. author: Foote, Cone & Belding. © 12Jan62; KK164279.

My beer is Rheingold, the dry beer. [Endorsed by Phil Silvers] (In Daily news, New York, Jan. 6, 1962, special insert between p.12-13) Appl. author: Foote, Cone & Belding. © 5Jan62; KK165526.

My beer is Rheingold, the dry beer. Firehouse helpers: pretty Kathy Kersh, Miss Rheingold 1962, and friend. (In The New York times magazine, Mar. 18, 1962, p.5) Appl. author: Foote, Cone & Belding. © 18Mar62; KK165258.

My beer is Rheingold, the dry beer; leave it to our girl to make a big splash. Firehouse helpers: pretty Kathy Kersh, Miss Rheingold 1962, and friend. (In Today's living (Herald tribune) Mar. 18, 1962, p.24) Appl. author: Foote, Cone & Belding. © 18Mar62; KK165522.

My beer is Rheingold, the dry beer, says Phil Silvers. (In Daily news, New York, Feb. 5, 1962, p.29) Appl. author: Foote, Cone & Belding. © 4Feb62; KK165101.

My beer is Rheingold, the dry beer, says Phil Silvers. (In Daily news, New York, Feb. 5, 1962, p.29) Appl. author: Foote, Cone & Belding. NM: "textual revision." © 4Feb62; KK165525.

New girl, new team, same great beer. Meet Kathy Kersh, the girl you elected Miss Rheingold 1962. (In Harper's bazaar, Jan. 1962, p.77) Appl. author: Foote, Cone & Belding. © 1Jan62 (in notice: 1961); KK164312.

The real McCoy. Rheingold. Hand & glass. Illus.: Signed: Stevan D. Thanos. (In Morning news, Wilmington, Del., Mar. 12, 1962, p.11) Appl. author: Foote, Cone & Belding. © 12Mar62; KK165264.

Rheingold extra dry; often imitated, never equalled. [Beer mug & bottle on ice] (In The Philadelphia tribune, Mar. 24, 1962, p.10) Appl. author: Foote, Cone & Belding. © 23Mar62; KK165524.

Rheingold golden bock is back. True to tradition ... Kathy Kersh, Miss Rheingold 1962, comes to town in a Ziegenkarren. (In Backtaps, Feb. 1962, p.4 of cover) Appl. author: Foote, Cone & Belding. © 15Feb62; KK165673.

Rice may be cheap in China, but in brewing beer, it costs more money to add rice to barley malt. Quality is the extra in Rheingold extra dry. (In Boston traveler, Oct. 9, 1961, p.1) Appl. author: Campbell, Emery, Haughey & Lutkins, Inc. © 9Oct61; KK163633.

Some bubbles come from pipes, but the extra liveliness of Rheingold beer comes straight from nature. (In Boston evening globe, Oct. 11, 1961, p.1) Appl. author: Campbell, Emery, Haughey & Lutkins, Inc. © 11Oct61; KK163632.

Today, enjoy the new golden taste of this great new beer. Rheingold golden bock beer. Bottle. (In Daily news, New York, Feb. 16, 1961, p.79) Appl. author: Foote, Cone & Belding. © 15Feb61; KK164310.

- 20; nineteen just won't do. Rheingold extra dry. (In Boston record-American, Oct. 27, 1961, p.69) Appl. author: Campbell, Emery, Haughey & Lutkins, Inc. © 27Oct61; KK164700.
- We're not clock watchers. Quality is the extra in Rheingold extra dry. (In Boston record-American, Oct. 23, 1961, p.53) Appl. author: Campbell, Emery, Haughey & Lutkins, Inc. © 23Oct61; KK163628.
- Your beer sales tell you, your taste tells you: Rheingold's got what other beers have not. Glass & beer can. (In Food merchants' advocate, July 1961, p.2) Appl. author: Foote, Cone & Belding. © 1Jul61; KK164183.
- Your taste tells you Rheingold's got what other beers have not. [Endorsed by Ann Blyth] (In Daily news, New York, Nov. 27, 1961, p.45) Appl. author: Foote, Cone & Belding. © 26Nov61; KK164175.
- Your taste tells you Rheingold's got what other beers have not. Janet Mick, Miss Rheingold 1961. [Tennis scene] (In Official USLTA championships magazine, 73rd annual Southampton invitation tournament, July 31-Aug. 5, 1961, p.2 of cover) Appl. author: Foote, Cone & Belding. © 31Jul61; KK164181.
- Your taste tells you Rheingold's got what other beers have not. The pretty girl raking leaves is Janet Mick, Miss Rheingold 1961. (In Daily news, New York, Oct. 23, 1961, p.41) Appl. author: Foote, Cone & Belding. © 22Oct61; KK164173.
- Your taste tells you, Rheingold's got what other beers have not. The pretty girl raking leaves is Janet Mick, Miss Rheingold 1961. (In Orange transcript, Nov. 16, 1961, p.10) Appl. author: Foote, Cone & Belding. © 16Nov61; KK164315.
- Your taste tells you Rheingold's got what other beers have not. What better way to enjoy October, says Janet Mick, Miss Rheingold 1961, than with pumpkins and parties. (In Daily news, New York, Oct. 2, 1961, p.45) Appl. author: Foote, Cone & Belding. © 10Oct61; KK164172.
- LIEN CHEMICAL CO. ©**
The story of H. D. Appl. author: Carl B. Lien. © 1Feb62; KK165790.
- LIFE NUTRITION.**
Finally, a sensible plan to bring out your natural beauty. Free 30-day supply of vitamin additive capsules for folks approaching 40. (In Little Rock democrat, Jan. 7, 1962, p.16) © Life Nutrition, division of International Oil & Metals Corp.; 7Jan62; KK163962.
- How I recovered my good looks and vitality. Free 30-day supply of vitamin additive capsules for folks approaching 40. Do you wonder what makes you so darn tired? (In Wichita eagle and beacon magazine, Jan. 7, 1962, p.5) © Life Nutrition, division of International Oil & Metals Corp.; 7Jan62; KK163960.
- How I recovered my good looks and vitality. Free 30-day supply of vitamin additive capsules for folks approaching 40. Each daily Life Nutrition capsule for men contains vitamin A. (In Wichita eagle and beacon magazine, Jan. 7, 1962, p.5) © Life Nutrition, division of International Oil & Metals Corp.; 7Jan62; KK163961.
- So young at heart and we look it, too. Free 30-day supply of vitamin additive capsules for folks approaching 40. (In Pictorial TView, New York journal American, Jan. 21, 1962, p.4 of cover) © Life Nutrition, division of International Oil & Metals Corp.; 21Jan62; KK164287.
- So young at heart and we look it, too. Free 30 day supply of vitamin additive capsules for folks approaching 40. (In Pictorial TView (New York journal American) Jan. 21, 1962, p.4 of cover) © Life Nutrition, division of International Oil & Metals Corp.; 21Jan62; KK164341.
- LIGGETT & MYERS TOBACCO CO. ©**
The farther smoke travels air-softened, the milder it tastes; the farther smoke travels air-softened, the cooler it tastes. Chesterfield king cigarettes. (In Life, May 23, 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 21May60; KK166105.
- Here's a Chesterfield exclusive: the big clean taste of top tobacco, end to end. Chesterfield king. (In Life, Jan. 18, 1960, p.95) Appl. author: McCann-Erickson, Inc. © 16Jan60; KK164116.
- One menthol cigarette tastes best and that's Oasis. (In Life, Mar. 28, 1960, p.76) Appl. author: McCann-Erickson, Inc. © 26Mar60; KK164838.
- Yes! One menthol cigarette has to taste best and that's Oasis. (In Look, Jun. 7, 1960, p.101) Appl. author: McCann-Erickson, Inc. © 24May60; KK166994.
- You don't cut down on your smoking, the big Duke filter does it for you. (In Life, Jan. 18, 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 16Jan60; KK164117.
- LILY-TULIP CUP CORP. ©**
The extra that gives you the selling edge. (In Business week, Dec. 5, 1959, p.88-89) © 5Dec59; KK163999.
- LINCO PRODUCTS CORP. ©**
Laundry bleach. Net wt. one pound. Appl. author: Walter C. Deuble. NM: revisions & additions. © 10Apr62; KK166039.
- LINCOLN NATIONAL LIFE INSURANCE CO. ©**
I am for the greatest good to the greatest number. Illus.: port. of A. Lincoln by Birney Lettick. (In The Saturday evening post, Feb. 11, 1961, p.58) © 7Feb61; KK164482.
- I am for the greatest good to the greatest number. (In The Saturday evening post, Feb. 10, 1962, p.1) Appl. author: Maxon, Inc. © 10Feb62; KK164304.
- LINDSAY RIPE OLIVE CO. ©**
Pitted spicy green olives, with pimiento. Net drained weight 5-3/4 ounces. © 18Dec61; KK165361.
- LINDY PEN CO., INC. ©**
It's free, and it's legal. Legal copy ball point pens. (In Geyer's dealer topics, Feb. 1960, p.27) © 21Jan60; KK165010.
- LIVING COLOR TRANSPARENCIES, INC. ©**
New living color transparencies with the exclusive Qwik-Change feature. © 1Dec61; KK163848.
- Now you can have the one and only living color transparencies for just \$195 annually. © 7Mar62; KK165028.
- LOCAL TRADEMARKS, INC. ©**
It's a fact, advertising service teasers arouse curiosity, build interest. © 24Apr62; KK165870.
- Little plumber. Poster. © 1Feb62; KK164562.
- LOCKE MANUFACTURING CO. ©**
Charm, safety, strength, and economy with Easyfit adjustable ornamental iron railings and columns. Appl. author: R. S. Mankin. © 11Jan62; KK164338.
- LONG (W. E.) CO., IBC. ©**
Here is new Holsum, the most perfect slice of bread your money can buy, because it's Blenderized. To celebrate our 50th anniversary, Holsum brings you the most dramatic improvement ... in our 50 years of progress. (In The Miami herald, Jan. 8, 1962, p.14-C, 15-C) © 8Jan62; KK164239.
- Here's the greatest thing to happen to bread since enrichment; it's called Blenderizing. Try Holsum. (In Daytona Beach evening news, Jan. 18, 1962, p.10) © 18Jan62; KK164242.
- Holsum does it again: to celebrate our 50th anniversary, Holsum brings you the most dramatic improvement in bread baking in our 50 years of progress. Blenderized. (In Daytona Beach morning journal, Jan. 8, 1962, p.5) © 8Jan62; KK164241.
- 1962, Holsum golden anniversary year. Holsum celebrates 50 years of leadership and experience by making this important announcement. Tomorrow, another dramatic first ... new Blenderized bread. (In The Miami herald, Jan. 7, 1962, p.17-E) © 7Jan62; KK164243.
- Now comes Blenderizing to mix and meld the ingredients. Here is the new Holsum, the most perfect slice of bread your money can buy. (In The Palm Beach times, Jan. 15, 1962, p.14) © 15Jan62; KK164240.
- LOUGH, L.M.C. SEE Clough, Lillian M.**
- LOVEJOY'S, INC. ©**
Share my 7 secrets of personalized fragrance. Endorsed by Zsa Zsa Gabor. Perfume personality quiz. © 24Feb62; KK165449.
- LOWE, HENRY VINCENT. ©**
Why? Have you missed any phone calls today? © 5Apr62; KK165554.
- LUBRIZOL CORP. ©**
Lubrizol 3140 blending chart. © 5Jan62; KK163693.
- LUGENE'S, INC. ©**
Hillbilly branch water. © 2Jan62; KK164686.
- Hillbilly moonshine. © 2Jan62; KK164683.
- Hillbilly mountain dew. © 2Jan62; KK164685.
- Hillbilly white lightnin. © 2Jan62; KK164687.
- Mr. Kettle's Ozark candies. Net weight when packed 1 lb. © 29Jan62; KK165000.
- Old Hillbilly atomic blast. © 2Jan62; KK164684.
- Old Hillbilly favorite, Four Noses. © 2Jan62; KK164688.
- LUGGAGE DIVISION, SHWAYDER BROS., INC. SEE Shwayder Bros., Inc. Luggage Division.**
- LUXOR LIGHTING PRODUCTS, INC. ©**
You attract more customers with Colorlux outdoor-indoor color lamps. The perfect lamp for outdoor selling, Streamer-lite. Sell merchandise faster with Colorlux floods. (L-611-140) © 26Jan62; KK165033.
- M**
- MLK. SEE Mrs. Leland's Kitchens.**
- M M & B CO. SEE Manheim Manufacturing & Belting Co.**
- M.M.C. SEE Megs Macaroni Co.**
- MPI. SEE Malco Products, Inc.**
- MCC. SEE McCormick & Co., Inc.**
- MCCORMICK & CO., INC. ©**
Chopped instant onions. Net weight 2 1/4 ozs. © 15Dec61; KK163696.

MCCORMICK & CO., INC.-Con.

Make your own chicken different 4 tasty ways. Black pepper. (In Ladies' home journal, Jan. 1962, p.25) © 28Dec61 (in notice: 1962); KK163997.

MCCRACKEN'S TELEPHONE ANSWERING SERVICE, INC. ©

150 year calendar. NM: compilation. © 12Apr62; KK166496.

MCGOWN (PEARL K.) INC. ©

Dear HookKraftsman.
© 15Oct61; KK163621.
© 15Nov61; KK163622.
© 15Jan62; KK164867.
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© 15Mar62; KK165193.
© 15Apr62; KK165964.
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MCGRAW-EDISON CO. INTERNATIONAL METAL PRODUCTS DIVISION. ©

Alpine air coolers dealer aids, catalog for 1962. © 1Mar62; KK166021.

The finest comfort cooling wherever you want it with Alpine A-series window air coolers for 1962. © 6Mar62; KK166024.

1962 advertising and merchandising aids to help increase your sales of Arctic air-conditioning and heating. © 2Mar62; KK166020.

1962 advertising and merchandising material for dealers who sell Arctic Circle V-series air coolers. © 1Mar62; KK166022.

Packaged year round make-up air system, especially engineered and designed for coin-operated dry cleaning and laundry establishments. © 6Mar62; KK166019.

Spring stays all summer in homes cooled by Arctic Circle 1962 V-series residential air coolers. © 9Mar62; KK166023.

Summer proof your home with an Arctic Circle 1962 V-series mobile home cooler. © 6Mar62; KK166025.

MCHUTCHISON & CO. ©

Clematis, the large-flowered climbing vine. Appl. author: Sweeney, Krist & Dimm. © 30Nov61; KK164605.

The flaming gas plant. A Mac-Pak garden product. Appl. author: Sweeney, Krist & Dimm. © 26Feb62; KK165474.

Hardy garden lily bulbs: rubrum, auratum, album. Appl. author: Sweeney, Krist & Dimm. © 15Mar62; KK165473.

Made to order for shady borders: ornamental Hosta. A Mac-Pak garden product. Appl. author: Sweeney, Krist & Dimm. © 26Feb62; KK165472.

Regale. Lily. Appl. author: Sweeney, Krist & Dimm. © 15Mar62; KK165471.

Royal giant hibiscus. A Mac-Pak garden product. Appl. author: Sweeney, Krist & Dimm. © 15Mar62; KK165475.

MCILHENNY CO. ©

Add excitement to eggs, add Tabasco. (In Everywoman's family circle, Feb. 1962, p.11) Appl. author: Knox Reeves-Fitzgerald. © 16Jan62; KK163862.

Add excitement to eggs, add Tabasco. (In Everywoman's family circle, Mar. 1962, p.10) Appl. author: Knox Reeves-Fitzgerald. © 13Feb62; KK164633.

Add excitement to salads, add Tabasco. (In Everywoman's family circle, June 1962, p.10) Appl. author: Knox Reeves-Fitzgerald. © 22May62; KK166353.

Add excitement to salads, add Tabasco. (In Woman's day, June 1962, p.73) Appl. author: Knox Reeves-Fitzgerald. © 18May62; KK166328.

MCINERNEY, JOHN A. ©

Bild-A-Bridge. Fun to build with simple sticks. © 8Nov61; KK164903.

MCK & R. SEE McKesson & Robbins, Inc.

MACKAY, DONALD. ©

Leader blended choice Scotch whisky. Contents 4/5 quart. London. © 1Jan62; KK165629.

MCKESSON & ROBBINS, INC. ©

Make mine Martin's. The only all extra quality Scotch. (In News-week, Mar. 19, 1962, p.64) © 14Mar62; KK165431.

Now we're two years older, Col. Chapin. Yes, 8 years in the wood, Mr. Gore. Chapin & Gore old reserve straight bourbon whisky. (In Houston chronicle, Mar. 8, 1962, section 7, p.5) © 8Mar62; KK165432.

MAGIC WHIRL DISPENSERS, INC. ©

Price list and specifications for Magic Whirl hot chocolate maker and dispenser. Model HC-12. © 19Apr62; KK166613.

MAIDEN FORM BRASSIERE CO., INC. ©

I dreamed I conducted myself beautifully in my Maidenform girdle. Spindrift. (In Harper's bazaar, Apr. 1960, p.62) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr60; KK166073.

MAIDENFORM, INC. ©

Anne Klein's dreams begin with a Maidenform girdle. (In Mademoiselle, Aug. 1961, p.28) Appl. author: Norman, Craig & Kummel, Inc. © 29Jul61; KK164725.

Bill Blass' dreams begin with a Maidenform girdle. (In Glamour, Aug. 1961) Appl. author: Norman, Craig & Kummel, Inc. © 22Jul61; KK164517.

Dreams for sale. You can buy this dream and 44 other fabulous-fitting Maidenform bandeaus. Variette. (In Kansas City times, Apr. 4, 1962, p.15) Appl. author: Norman Craig & Kummel, Inc. © 4Apr62; KK166951.

Fashion's dreams begin with a new Maidenform girdle; dreamy new Flamenco. (In The Indianapolis star, Oct. 30, 1961, p.8) Appl. author: Norman, Craig & Kummel, Inc. © 30Oct61; KK164518.

Fashion's dreams begin with a new Maidenform girdle; new Frappe long legs. (In Canton repository, Sept. 27, 1961, p.21) Appl. author: Norman, Craig & Kummel, Inc. © 27Sep61; KK164519.

From Maidenform, a very new nursing bra of the nicest proportions. (In My baby, Sept. 1960, p.4) Appl. author: Norman, Craig & Kummel, Inc. © 25Aug60; KK164724.

I dreamed I bowled them over in my Maidenform bra. Sweet Music. (In Modern screen, Oct. 1961, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 6Sep61; KK164728.

I dreamed I charmed the spots off a leopard in my Maidenform bra. Undertone. (In Teen magazine, Feb. 1962, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 10Jan62; KK165126.

I dreamed I drove them wild in my Maidenform bra. Counterpoint. (In Modern screen, Sept. 1961, p.17) Appl. author: Norman, Craig & Kummel, Inc. © 3Aug61; KK164726.

I dreamed I flipped in my Maidenform bra. Undertone. (In American girl, Aug. 1961, p.17) Appl. author: Norman, Craig & Kummel, Inc. © 25Jul61; KK164727.

I dreamed I had a stylish carriage in my Maidenform bra. Arabesque. (In The New York times magazine, Aug. 27, 1961, p.81) Appl. author: Norman, Craig & Kummel, Inc. © 27Aug61; KK164515.

I dreamed I was all decked out in my Maidenform bra. Counterpoint. (In McCall's, Feb. 1962) Appl. author: Norman, Craig & Kummel, Inc. © 25Jan62; KK165128.

I dreamed I was cut out for fun in my Maidenform bra. First Star. (In American girl, Sept. 1961, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 25Aug61; KK164729.

I dreamed the leaves fell for me in my Maidenform bra. Sweet Music. (In Ladies' home journal, Sept. 1960, p.38) Appl. author: Norman, Craig & Kummel, Inc. © 20Aug60; KK166567.

It's jabbless, it's strapless. Underline bra. (In Commercial appeal, May 1962, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 9May62; KK166952.

Maidenform dreams for sale; you can buy this dream and 41 other fabulous fitting Maidenform bandeaus. Cymbal. (In Women's wear daily, Sept. 21, 1961, p.15) Appl. author: Norman Craig & Kummel, Inc. © 21Sep61; KK164509.

Memo from Maidenform: get new Sweet Music full length with elastic waistband, keeps bra in place. (In Buffalo evening news, Oct. 11, 1961, p.65) Appl. author: Norman, Craig & Kummel, Inc. © 11Oct61; KK164516.

Memo from Maidenform: Get new Variette, made with Spandex to stay new. (In Cleveland plain dealer, Sept. 11, 1961, p.25) Appl. author: Norman, Craig & Kummel, Inc. © 11Sep61; KK164606.

Save \$1, try new Remold rubber girdle by Maidenform. (In Trenton evening times, Oct. 11, 1961, p.25) Appl. author: Norman, Craig & Kummel, Inc. © 11Oct61; KK164505.

Toni Owen's dreams begin with a Maidenform girdle. (In Seventeen, Aug. 1961, p.35) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug61; KK164510.

You'll never yank at a girdle again. Concertina. (In Star news, Apr. 1962, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 2Apr62; KK166950.

MAIER (OTTO) VERLAG.

Das Barbarspiel. SEE Random House. Schlaraffenland. SEE Bradley (Mill-ton) Co.

MAINE. DEPT. OF AGRICULTURE. ©

Here's the story. Maine certified seed potatoes. (In The Packer, Jan. 13, 1962, p.7) © 13Jan62; KK164998.

MALCO PRODUCTS, INC. ©

Diesel fuel conditioner, double concentrated fuel treatment. Net contents 16 fluid ounces. Appl. author: Murray Glauberman. © 1Aug61; KK166065.

Frost off, the chemical defroster for auto windshields. Net contents 16 fl. oz. Appl. author: Murray Glauberman. © 2Feb59; KK166068.

Leather and plastic spray cleaner. Net contents 16 fl. oz. Appl. author: Murray Glauberman. © 2Feb59; KK166566.

Motor mender. Net contents 16 fl. oz. Appl. author: Murray Glauberman. © 3Apr61; KK166040.

Road oil and tar remover, Tar-Get. Net contents 16 fl. oz. Appl. author: Murray Glauberman. © 2Feb59; KK166067.

Spray upholstery fabric cleaner. Net contents 16 fl. oz. Appl. author: Murray Glauberman. © 7Feb59; KK166064.

Sprinkle Magic brightens chrome. Net weight 8 oz. Appl. author: Murray Glauberman. © 1Feb60; KK166041.

- Swell Seal, seals and conditions all automatic transmissions. Net contents 6 fl. oz. Appl. author: Murray Glauberman. © 1Feb60; KK166042.
- White wall spray cleaner. Appl. author: Murray Glauberman. © 2Feb59; KK166069.
- Why pay more? Dollar silicone car cleaner and polish. Net contents 16 fl. oz. Appl. author: Murray Glauberman. © 2Feb59; KK166066.
- MALLING, ALFRED S. ©
Jump-Lobe. The new frontier version of the age-old skipping rope. © 12Dec61; KK163898.
- MALTA MANUFACTURING CO. ©
Fastest, most effective remodeling change you can suggest. Look what Re-Windowing does. (In Practical builder, Feb. 1962, p.24-E) © 1Feb62; KK164531.
- MANDIST, INC. VISCO PRODUCTS DIVISION. ©
Dubl-Chek automatic weather stripping, Astragal. © 7Nov61; KK163607.
Visco price list no.62-U. Effective January 31, 1962. © 16Feb62; KK164463.
- MANHEIM MANUFACTURING & BELTING CO. ©
Bacon belt; installation instructions. Appl. author: Foltz-Wessinger, Inc. © 15Dec61; KK163669.
New MVS T-screw magnetized wrench. © 20Jun62; KK166968.
- MANNING'S COFFEE CO. ©
Instant Manning's 97% caffeine free coffee. 4 oz. net weight. © 27Apr62; KK166138.
Watering the coffee was looked upon with scorn, and scorned was she who indulged in such deceit. An inquiry into the fuss and feathers over the matter of more cups to the pound. (In Portland Oregonian) Appl. author: Knollin Advertising Agency. © 8Jun59; KK164777.
- MANUFACTURERS ALUMINUM PRODUCTS OF U.S.A., INC.
Map of U.S.A. pioneers a new standard in construction. Think of it, aluminum homes. © Map of U.S.A.; 8Dec61; KK164824.
- MAP CO. OF U.S.A. SEE Manufacturers Aluminum Products of U.S.A., Inc.
- MARCAL PAPER MILLS, INC. ©
200 ft. economy roll Marcal Kitchen Charm waxed food wrap. © 28Dec61; KK163983.
- MARGY'S STUDIO.
Moon people, by Margy. Novelty pins or pendants. © Margaret Van Boven d.b.a. Margy's Studio; 14Nov61; KK163691.
- MARIETTA METAL PRODUCTS CORP. ©
Reverse flow Marietta boiler-burner units for water. Appl. author: John Hancock. © 2Apr62; KK165308.
- MARIMAC NOVELTY CO. ©
Old fashioned porsalana floral bouquets. Appl. author: Max Greenan. © 11Dec61; KK163689.
- MARLAN CO. ©
Wild cherry Q-Pop base. Net wt. 1 lb. © 18Jan62; KK164611.
- MARLAND, FREDRIC. SEE F. M. Products.
- MASTER MECHANICS CO. ©
Monile installation directions. © 19Feb62; KK165177.
- MATSUSHITA ELECTRIC CORP. OF AMERICA. ©
New from Panasonic: 14" bookshelf-size portable television. (In Home furnishings daily, Jan. 12, 1962, p.28) Appl. author: William D. Cayton. © 12Jan62; KK165440.
- MAUTZ PAINT & VARNISH CO. ©
Just painted, with Mautz. © 29Dec61; KK164151.
- MAYFIELD INDUSTRIES, INC. ©
Colleens box. Lady with fan. © 17Jul61; KK164648.
- MEAD JOHNSON & CO. ©
December issue of Pageant magazine features article on Edward Dalton Company's new product: Nutrament brand nutritionally complete food. (In NEGM magazine, Dec. 1961, p.7) © Edward Dalton Co., a division of Mead Johnson & Co. (in notice: Mead Johnson & Co.); 30Nov61; KK163701.
Metrecal brand dietary for weight control wafers. 8 oz., 36 wafers. © 25Sep61; KK163821.
New infant formula, Enfamil, nearly identical to mother's milk. © 26Jun61; KK164829.
- MEAD JOHNSON & CO. EDWARD DALTON CO. SEE Dalton (Edward) Co.
- MEDALLION CORP. OF FLORIDA. ©
Distinctively yours: solid wrought aluminum furniture, the ultimate for casual living. Appl. author: Kenneth Schwartz. © 1Jun62; KK166773.
- MEDICAL SUPPLY CO. ©
Sting Kill, prompt relief from stings and bites. Cont. 1 1/4 fl. oz. Appl. author: Paul W. Saunders. © 25Apr62; KK165901.
- MEGS MACARONI CO. ©
Pennsylvania Dutch brand egg noodles. Net wt. 1 lb. © 29Dec61; KK165050.
- MENLEY & JAMES LABORATORIES. ©
Here's a full day's relief from head cold congestion. This is Contac. Small capsule. (In Bangor daily news, Dec. 6, 1961, p.14) Appl. author: Foote, Cone & Belding. © 6Dec61; KK164180.
- MEN'S & BOYS' APPAREL GUILD IN CALIFORNIA. ©
Imported from California. © 8Oct61; KK163882.
- MERCANTILE NATIONAL BANK OF CHICAGO. ©
50th annual report, Mercantile National Bank of Chicago. Appl. author: Stevens & Kirkland, Inc. © 5Jan62; KK166902.
50th annual report, Mercantile National Bank of Chicago. (In Chicago daily tribune, Jan. 4, 1962) Appl. author: Hanson & Stevens, Inc. © 4Jan62; KK164057.
- MERCK & CO., INC. ©
Coxy protection plus immunity; now get the lowest cost program to meet any coccidiosis condition. Amprol, the all time coccidiostat. (In American poultry & hatchery news, Apr. 1962, p.4) © 29Mar62; KK166072.
- MERRIAM (G. & C.) CO. ©
Words can work wonders for you. Webster's new collegiate dictionary. (In Saturday review, Feb. 10, 1962, p.8) © 10Feb62; KK165786.
- MERRY MANUFACTURING CO. ©
Miss Merry play bath with make believe cosmetics. No.1116:200. © 1Mar62; KK164737.
Miss Merry's play cosmetics cabinet with make believe cosmetics. No.1119:500. © 1Mar62; KK164740.
Miss Merry's play makeup with make believe cosmetics. No.1118:300. © 1Mar62; KK164739.
Miss Merry's play manicure with make believe cosmetics. No.1117:200. © 1Mar62; KK164738.
- MEYER, EDWARD S. SEE R. A. R. Manufacturing Co.
- MEYER (N. S.) INC. ©
United States Armed Forces decoration ribbons and service ribbons, 1917-1961. © 1Mar62 (in notice: 1961); KK165823.
- MICHIGAN CARTON CO. EGG-CEL DIVISION. ©
Hyatt's eggs; grade A large. One dozen. (Easter design, no.E810) © 23Mar62; KK165358.
- MICHIGAN CHEMICAL CORP. ©
Bromine is going places in tank trucks and tank cars. (In Chemical week, Apr. 28, 1962, p.72) Appl. author: Aves Advertising, Inc. © 28Apr62; KK166906.
Bulk grain fumigation is no puzzle, Pestmaster fumigant 37 solves this problem for you. Appl. author: Aves Advertising, Inc. © 1Jun61 (in notice: 1962); KK166590.
A convenient reference to the products of Michigan Chemical Corporation. Appl. author: Aves Advertising, Inc. © 6Apr62; KK165752.
Effective against all stages of insect life, Pestmaster methyl bromide. (In The Grain & feed review, Apr. 1962, p.3) Appl. author: Aves Advertising, Inc. © 1Apr62; KK166350.
Improved flame retardant with high clarity, low color; Firemaster T23P. (In Chemical week, Mar. 3, 1962, p.53) Appl. author: Aves Advertising, Inc. © 3Mar62; KK166221.
Like a few rotten apples in a barrel, hot spots in stored grain can spoil its top market value. Pestmaster fumigant 73. Appl. author: Aves Advertising, Inc. © 1Jun62; KK166592.
Some folks have bugs in their bins; if you do, use Pestmaster methyl bromide. Appl. author: Aves Advertising, Inc. © 1Jun62; KK166591.
To lay dust faster, use Dustmaster liquid chloride. (In Michigan roads and construction, Mar. 8, 1962, p.22) Appl. author: Aves Advertising, Inc. © 8Mar62; KK166220.
21 idea chemicals from Michigan Chemical. (In Chemical week, Mar. 31, 1962, p.63) Appl. author: Aves Advertising, Inc. © 31Mar62; KK166219.
- MIDAS, INC. ©
Don't be a big noise. Be modest. Keep your car whispering along with a Midas muffler. (In Life, May 30, 1960, p.3) Appl. author: Edward H. Weiss & Co. © 24May60; KK166754.
The quietest cars on the road have Midas mufflers. (In Life, June 6, 1960, p.93) © 30May60; KK166691.
- MILKO PRODUCTS, INC. ©
Happy Sip-Its, candy in a straw. 160 count. © 31Jan61 (in notice: 1960); KK164325.
Slip-Aid action candy. 32 count. Appl. author: Barry Nolan. © 12Jan62 (in notice: 1961); KK165122.
- MILLAR'S. ©
The opening strip from this can is worth 50¢ toward the purchase of any ... West Bend cookware appliances. Appl. author: Bradley Lane. © 17Jan62; KK163950.
The opening strip from this can is worth \$1.00 toward the purchase of any ... West Bend cookware appliances. Appl. author: Bradley Lane. © 16Jan62; KK163860.
- MILLER, MARILYN. ©
Up from the sea came an island, by Hazel Allen. Illustrated by Marilyn Miller. © on jacket illus.; 23Feb62; KK164768.
- MILLER BREWING CO. ©
The beer you see before you pour. [Beer pouring into glass & bottle] (In Milwaukee sentinel, Feb. 9, 1962, pt.1, p.5) Appl. author: C. A. Mathisson. © 9Feb62; KK164827.

MILLER BREWING CO.-Con.

- The beer you see before you pour. High Life. Man & bottle. (In The Milwaukee Journal, Feb. 23, 1962, pt. 1, p. 15) Appl. author: C. A. Mathisson. © 23Feb62; KK164552.
- Enjoy life with Miller High Life. Beach scene. (In Ebony, June 1962, p. 80) Appl. author: C. A. Mathisson. © 26May62; KK166597.
- Enjoy life with Miller High Life. Beach scene. (In Life, Apr. 27, 1962, p. 95) Appl. author: C. A. Mathisson. © 23Apr62; KK165835.
- Enjoy life with Miller High Life; same good taste everywhere because it's brewed only in Milwaukee, naturally. (In Ebony, Mar. 1962, p. 67) Appl. author: C. A. Mathisson. © 27Feb62; KK164678.
- Enjoy life with Miller High Life. Ski scene. (In Life, Jan. 26, 1962, p. 15) Appl. author: C. A. Mathisson. © 26Jan62; KK164926.
- Enjoy life with Miller High Life, the champagne of bottle beer. [Man removing bottle from ice bowl] Illus.: Signed: Jacobson. (In Chicago daily tribune, Feb. 8, 1962, pt. 4, p. 2) Appl. author: C. A. Mathisson. © 8Feb62; KK164928.
- Same good taste everywhere; enjoy life with Miller High Life. Golf scene & hands. (In Sports illustrated, Apr. 16, 1962, p. 69) Appl. author: C. A. Mathisson. © 19Apr62; KK165764.
- Same good taste everywhere. High Life. [Sea hands on wharf with fish] (In Field & stream, Feb. 1962, p. 21) Appl. author: C. A. Mathisson. © 1Feb62; KK164929.
- 66,072,160 more bottles sold in '61; join the millions more who are enjoying life with Miller High Life. (In The Indianapolis news, Jan. 11, 1962, p. 8) Appl. author: C. A. Mathisson. © 11Jan62; KK164927.

MILLS PRODUCTS CORP. ©

- All wardrobe Shildeze dress shield. Style no. 97. Appl. author: Harry Mills. © 15Feb62; KK164559.

MILTON CO. ©

- Quick 'n pretty, lanolin-enriched dry shampoo in liquid form. Contents 6 oz. © 5Jan62; KK165080.

MINNEAPOLIS STAR & TRIBUNE CO. ©

- The new face of the Upper Midwest: Binger. (In The Wall Street Journal, New York, Mar. 8, 1962, p. 24) Appl. author: Batten Barton Durstine & Osborn, Inc. © 8Mar62; KK165296.
- The new face of the upper midwest, Delamerie. (In Advertising age, Apr. 23, 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Apr62; KK166539.
- The new face of the Upper Midwest: Rawlings. (In Advertising age, Feb. 26, 1962, p. 153) Appl. author: Batten Barton Durstine & Osborn, Inc. © 26Feb62; KK165297.
- The new face of the Upper Midwest: University of Minnesota. (In Sales management, Dec. 1, 1961, p. 8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec61; KK164043.
- New, handy facts for your marketing shelf: Homemaker 14. (In Food field reporter, Dec. 25, 1961, p. 8) Appl. author: Batten Barton Durstine & Osborn, Inc. © 22Dec61; KK164171.
- What makes a newspaper great? The day Henderson, Minnesota, died. (In Sales management, Feb. 2, 1962, p. 8) Appl. author: Batten Barton Durstine & Osborn, Inc. © 2Feb62; KK164607.
- What makes a newspaper great? Ultimate cure for heart disease? Victor Cohn. (In Printers' ink, Mar. 30,

- 1962, p. 57) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Mar62; KK165663.

MINNESOTA MINING & MANUFACTURING CO.

- All these patient comforts rolled into one totally new adhesive tape. New 3M brand micropore. (In Hospital management, Mar. 1962, p. 32-33) © 3M Co.; 15Feb62; KK166743.
- Any way you look at it picture stories come to life on Scotch brand live-action video tape. (In Broadcasting, Apr. 23, 1962, p. 65) © 3M Co.; 23Apr62; KK166726.
- Behind the tape, the teacher. Scotch no. 282 sandwich tape. (In Educational screen and audiovisual guide, Mar. 1962, p. 123) © 3M Co.; 20Feb62; KK166727.
- Comes off with a smile. 3M brand micropore surgical tape. (In Physicians management, Mar. 1962, p. 50) © 3M Co.; 1Mar62; KK166740.
- First as a matter of record, Scotch brand instrumentation tapes. (In Aviation week, Apr. 16, 1962, p. 62) © 3M Co.; 16Apr62; KK166732.
- For commercials ... insist on Scotch brand magnetic tape; for studio quality at home, use the tape professionals use, Scotch brand. (In Tape topics, Aug.-Sept. 1961, p. 4 of cover) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Jul61; KK163887.
- For top quality home recordings, use the tape professionals use, Scotch brand. (In Hi Fi/stereo review, Dec. 1961, p. 3 of cover) © 3M Co., a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Nov61; KK164930.
- For unsurpassed quality specify Scotch brand magnetic film, sound standard of the industry. (In Journal of the Society of Motion Picture & TV, Sept. 1961, p. 759) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Sep61; KK163894.
- Free new, definitive brochure on Scotch brand magnetic films. (In Journal of the SMPTE, Feb. 1962, p. 127) © 3M Co.; 15Jan62; KK166741.
- How to make your Christmas merrier. There's more Christmas fun for everyone with Scotch brand transparent tape. (In Life, Dec. 1, 1961, p. 117) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 29Nov61; KK163680.
- How to make your Christmas merrier. With Scotch brand gift tapes, you can make gift wraps simple. (In Sunset, Dec. 1961, p. 149) © 3M Co., a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Nov61; KK163679.
- How your kids can have a happier Halloween. Scotch brand transparent tape. [Cat's mask] (In Life, Oct. 20, 1961, p. 124) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 18Oct61; KK163677.
- How your kids can have a happier Halloween. Scotch brand transparent tape. [Witch's mask & hat] (In Look, Nov. 7, 1961, p. 87) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 24Oct61; KK163678.
- It's in the bag. Scotch brand transparent tape. (In Ladies' home journal, Nov. 1961, p. 128) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 31Oct61; KK163681.
- Lacy, flower-like enchantment glorifies gift wraps and sales. Decorette ribbon. (In Department store economist, May 1962, p. 61) © 3M Co.; 30Apr62; KK166733.

- Look, mom, no strings. Scotch brand transparent tape. (In Ladies' home journal, Sept. 1961, p. 16) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 29Aug61; KK163684.

- Looks frosty on the roll, invisible on the job. Scotch brand magic tape. (In San Francisco examiner, Mar. 25, 1962, p. 16) © 3M Co.; 25Mar62; KK166731.
- New, eye-catching, self-selling package created to speed self-serve tape turnover. Scotch brand magnetic tape. (In High fidelity trade news, Mar. 1962, p. 19) © 3M Co.; 1Mar62; KK166734.
- New Scotch brand magnetic tape center deal FRM-1. (In High fidelity trade news, Oct. 1961, p. 31) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Oct61; KK163682.
- New Scotch brand magnetic tape center increases tape turnover, delivers maximum profits, builds repeat business. (In Record & sound retailing, Oct. 1961, p. 36-37) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Oct61; KK163685.
- New symbol on the medical front. 3M brand autoclave. (In A.S.T.A. journal, Mar. 1962, p. 96-97) © 3M Co.; 25Feb62; KK166736.
- New tapes tame destructive head-heat complex; Scotch brand heavy duty instrumentation tapes take new speed and friction tensions in stride. (In Electronic design, Oct. 25, 1961, p. 22) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Oct61; KK163893.
- The new 3M brand Aseptex surgical mask and the 5 reasons why it is the most efficient today. (In Hospital management, Mar. 1962, p. 4 of cover) © 3M Co.; 15Feb62; KK166730.
- Now a tape with up to 30 times greater wear life. Scotch brand magnetic tape, sandwich 282. (In Industrial photography, Mar. 1962, p. 59) © 3M Co.; 5Mar62; KK166729.
- Now save \$109 on this fully stocked tape library. 6-way choice of Scotch brand recording tapes. (In Educational screen and audiovisual guide, Apr. 1962, p. 180-181) © 3M Co.; 23Mar62; KK166745.
- Open (sterile-packed); apply (self-adhering); incise (impermeable to bacteria). New 3M brand sterile drapes. (In Hospital management, Mar. 1962, p. 64-65) © 3M Co.; 15Feb62; KK166742.
- Safe arrival with no strings attached. Scotch brand transparent tape. (In Ladies' home journal, Oct. 1961, p. 142) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 28Sep61; KK163683.
- Sasheen magic makes bows grow into pretty profits, 2 ways. (In Department store economist, Feb. 1962, p. 92-93) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 31Jan62; KK165559.
- Sasheen magic, 2-way appeal that attracts customers again and again. (In Department store economist, Mar. 1962, p. 72-73) © 3M, Minnesota Mining & Manufacturing Co.; 28Feb62; KK164891.
- Save \$109 on this fully-stocked tape library. Scotch brand recording tape. (In School product news, May 1962, p. 3 of cover) © 3M Co.; 15May62; KK166725.
- Scotch brand live-action video tape makes today's best selling video pictures, simplifies production, covers the country. (In Broadcasting, Dec. 4, 1961, p. 24-25) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 4Dec61; KK163686.

Scotch brand magnetic instrumentation tapes offer a right tape for every application. (In Aviation week, June 12, 1961, p.10) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 9Jun61; KK164486.

Scotch brand magnetic tape center increases turnover, profits, repeat business. (In Photo dealer, Feb. 1962, p.3) © 3M Co.; 1Feb62; KK166735.

Scotch brand magnetic tape 311, Tenzar backing, the extra strength tape for long, hard classroom use and economy. (In Catholic school journal, Sept. 1961, p.8-9) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 27Aug61; KK163885.

Scotch brand tape helps kids learn. (In Life, Aug. 25, 1961, p.19) © 3M Co., a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 23Aug61; KK163625.

Seal up to 10 sandwiches for a penny. Scotch brand cellophane tape. (In Life, Feb. 15, 1960, p.83) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 12Feb60; KK165557.

Soundtalk from the world's most experienced manufacturer of recording tapes. Let's face it, 4-track stereo does challenge tape quality. Scotch brand magnetic tape. (In Hifi/stereo review, Mar. 1962, p. 101) © 3M Co.; 25Feb62; KK166728.

Tape commercials cover U. S. A. on nets or spot on Scotch brand live action video tape. (In Broadcasting, July 31, 1961, p.40-41) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 31Jul61; KK163895.

The tape that changed TV for all time leads you right to rugged Scotch brand heavy duty tape. (In Electronic design, June 21, 1961, p.161) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 21Jun61; KK163892.

The tape that never makes a mistake: 3M brand autoclave tape. (In Hospital management, Mar. 1962, p. 85) © 3M Co.; 15Feb62; KK166739.

This patient won't suffer the usual discomforts of adhesive tape. 3M brand micropore. (In Surgery, Feb. 1962, p. 4 of cover) © 3M Co.; 1Feb62; KK166738.

To create quality pre-recorded tapes ... rely on Scotch brand magnetic tapes; for top quality home recordings, use the tape professionals use, Scotch brand. (In Tape topics, Oct.-Nov. 1961, p.2 of cover) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Sep61; KK163888.

Try this new Scotch brand tape dispenser. Decor dispenser. (In Look, Nov. 3, 1961, p.35) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 3Nov61; KK163896.

2 new extraordinary Scotch brand magnetic tape values. (In Catholic school journal, Oct. 1961, p.58-59) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 27Sep61; KK163886.

Video tape is the shape of quality TV commercials today. Fast, smooth road to special effects, no lab detour. Scotch brand video tape. (In Broadcasting, May 21, 1962, p. 70-71) © 3M Co.; 21May62; KK166744.

We've put teeth in it. A new cutter-edge plastic dispenser now houses Scotch brand plastic electrical tape. (In The Saturday evening post, Sept. 30, 1961, p.75) © 3M Co., a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 26Sep61; KK163624.

What do you hear from Barber? On Scotch brand recording tape you hear it all. (In Tape topics, Apr.-May 1962, p. 4 of cover) © 3M Co.; 15Mar62; KK166737.

What do you hear from Jonah? Scotch brand magnetic tape. (In The Saturday review, Oct. 21, 1961, p.16) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 17Oct61; KK163889.

What do you hear from Leontyne? Scotch brand magnetic tape. (In Tape topics, Feb.-Mar. 1962, p.3) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 15Feb62; KK165558.

What do you hear from Mozart? Scotch brand magnetic tape. (In The Saturday review, Dec. 2, 1961, p.39) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 28Nov61; KK163891.

What do you hear from Shearing? Scotch brand magnetic tape. (In The Saturday review, Nov. 11, 1961, p.13) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 7Nov61; KK163890.

MISTER TACO.

Tamale. Net wt. 4 oz. © Milton J. Willner sometimes k.a. Milt Willner d.b.a. Mister Taco; 3Jul61; KK164638.

MISTER TACO. SEE Willner, Milton J.

MRS. LELAND'S KITCHENS. ©

Old-fashioned golden butter bits; Vacu-Fresh cannister. Old mill stream. Net wt. 1 lb. NM: pictorial representation. © 1Jan62; KK166936.

Old-fashioned 100% filled Christmas candy mix. Net wt. 1 lb. © 26Jul62; KK166937.

Take this easy, pleasant way to make money for your organization. Easter bunny-bits. © 1Jan62; KK166938.

MIX, ROBIN H. SEE The-House-on-the-Hill.

MOBIL OIL CO.

Are you making the octane mistake? Mobil now brings you the highest Megatane rating of any leading gasoline. (In Army-Navy football game program, Dec. 2, 1961, p.87) Appl. author: Ted Bates & Co., Inc. © Mobil Oil Co., a division of Socony Mobil Oil Co., Inc.; 2Dec61; KK163563.

News for every tractor, truck and car owner who wants better over-all engine performance. Mobil Premium. (In Texas farmer stockman, Apr. 1962, p. 14) Appl. author: Ted Bates & Co., Inc. © Mobil Oil Co., division of Socony Mobil Oil Co., Inc.; 17Mar62; KK166780.

MOCHA COFFEE CO. ©

The Mocha formula. © 14Jan62 (in notice: 1961); KK164065.

MONTANA CEREAL CORP. ©

Cream of the West cereal, a blend of farina, bran and wheat germ. Net wt. 1 lb. 8 ozs. © 15Jan62 (in notice: 1961); KK164423.

MOOG INDUSTRIES, INC. ©

Installation instructions for lower adjustable ball joint for Valiant and Lancer. (Form 1411, Dec. 1961) Appl. author: Hubert Calmus Moog. © 14Feb62; KK164771.

MOORE, DONALD E. ©

Fresh frozen, cream crust pie kit. Contains prepared fruit and rolled dough for 9 inch pie pan (2 1/4 pound pie) © 17Nov61; KK164340.

MOORE, KEN.

Circus cuties. SEE Western Tablet & Stationery Corp.

MOORES (H. C.) CO. ©

Not a single lump when you make white sauce with Pream. (In Good house-keeping, Oct. 1961, p.23) Appl. author: Benton & Bowles, Inc. © 19Sep61; KK163906.

Not a single lump when you make white sauce with Pream. (In What's new in home economics, Oct. 1961, p.105) Appl. author: Benton & Bowles, Inc. © 15Sep61; KK163979.

Pream makes raspberry whip as easy as 1-2-3. (In Good housekeeping, Nov. 1961, p.24) Appl. author: Benton & Bowles, Inc. © 19Oct61; KK163978.

Pream or cream? Man in striped shirt looking at coffee cup. (In Life, Oct. 6, 1961, p.20) Appl. author: Benton & Bowles, Inc. © 4Oct61; KK163907.

Pream or cream? Woman looking at coffee cup. (In Life, Oct. 27, 1961, p.74) Appl. author: Benton & Bowles, Inc. © 25Oct61; KK163908.

MORGAN CONSTRUCTION CO. ©

Morgan bar mill rolls chrome steel to new levels of quality. (In Blast furnace and steel plant, Apr. 1962, p.312) © 12Apr62; KK166225.

Morgan presents this new addition to the Mordraw equipment line, non-accumulating multi-draft wire machines. (In Wire and wire products, Mar. 1962, p.318-319) © 20Mar62; KK166224.

MORRELL (JOHN) & CO. BOB OSTROW DIVISION.

Complete the maestro's doodly dollar song. Sliced luncheon meats. (In Tribune, Oakland, Calif., June 13, 1962, p.S-1) Appl. author: John W. Shaw Advertising, Inc. © John Morrell & Co. Bob Ostrow Division (in notice: John Morrell & Co.); 13Jun62; KK166939.

MORRELL (JOHN) & CO. RED HEART DIVISION. ©

Any dog worth loving is worth Red Heart. [Endorsed by Arthur Godfrey] (In Los Angeles times, Mar. 18, 1962, roto magazine section, p.39) Appl. author: John W. Shaw Advertising, Inc. © 18Mar62; KK165904.

Any dog worth loving is worth Red Heart. (In The Reader's digest, Feb. 1962, p.160) Appl. author: John W. Shaw Advertising, Inc. © 21Jan62; KK164800.

Arthur Godfrey special. Free dog identification locket for 3 Red Heart labels. Dog food. (In The Reader's digest, May 1962, p.27) Appl. author: John W. Shaw Advertising, Inc. © 21Apr62; KK166124.

Cut costs by increasing feed efficiency. How. Red Heart mink food. (In National fur news, May 1962, p.16) Appl. author: John W. Shaw Advertising, Inc. © 1May62; KK166330.

Low cost way to add real beef taste and nutrition to your dry feed. Make Red Heart your mix. Dog food. (In Hounds & hunting, Jan. 1962, p.97) Appl. author: John W. Shaw Advertising, Inc. © Red Heart Division, John Morrell & Co.; 1Jan62; KK164076.

MORRIS (PHILIP) INC. ©

Where did you first meet Benson & Hedges? (In Herald tribune, Aug. 12, 1961, p.3) Appl. author: Benton & Bowles, Inc. © 12Aug61; KK163899.

MORRIS (PHILIP) INC. AMERICAN SAFETY RAZOR CO. SEE American Safety Razor Co.

MORROW, --

Gives a girl's skin its dew all day. SEE Tussy, Inc.

MO-SAI INSTITUTE, INC. ©

By night and day, the natural beauty and texture of Mo-Sai reflect the moods of the day in thousands of facets of the crushed white and buff exposed quartz aggregates. © 12Mar62; KK165052.

How to preserve your client's image with Mo-Sai. © 17May62; KK166189. Metamorphosis. A former automobile dealer's quarters offered possibilities for enlarging KSL Radio and Television Station's facilities. © 30Mar62; KK165246.

A sparkling Mo-Sai welcome for Salt Lake City air travelers. © 13Jan62; KK163867.

A sparkling Mo-Sai welcome for Salt Lake City air travelers. © 19Jan62; KK163939.

MOSSTYPE CORP. ©

D-Mount rubber plate cylinder. © 28Mar62; KK165211.

MOTHER'S DAY PROMOTIONS, INC. ©

Your complete Mother's Day promotion. Mom, May 13. 31-pc. display kit. NM: new matter. © 26Jan62; KK164380.

MOTLOW, LEM. SEE Daniel (Jack) Distillery.

MOTT STUDIOS. ©

Styled for you. Young men's models. © 14Dec61; KK164012.

MUELLER (C. F.) CO. ©

Old fashioned egg noodles. Net weight 8 ounces. © 10Jul61; KK164970.

MUELLER, MARGERY C. SEE Tipstick Manufacturing Co.

MUELLER, RICHARD B. SEE Tipstik Manufacturing Co.

MUSICOLOR, INC. ©

Now you can see stereo. Animated color projection electronically synchronized with music. Appl. author: Maurice Wetzel. NM: new matter. © 1Mar62; KK165461.

MUSICOLOR, INC. COLOROBOT ELECTRONICS DIVISION. SEE Colorobot Electronics.

MY HOUSE BEAUTIFUL COLORS.

A complete do-it-yourself paint decorating kit; king size paint kit. 5 items. © Olympic Paint & Chemical Corp. d.b.a. My House Beautiful Colors; 3Apr62; KK166471. Interior semi-gloss enamel. One gallon U. S. standard measure. © Olympic Paint & Chemical Corp. d.b.a. My House Beautiful Colors; 3Apr62; KK166470.

N

N. L. B. SEE National Lumberman's Bank of Muskegon (Mich.)

NRC EQUIPMENT CORP. ©

Crystal growing furnace. Model 2804. © 20Jan62 (in notice: 1961); KK164111.

HS series diffusion pumps. 32" model HS32-50,000 high speed fractionating oil diffusion pump. © 10Apr62; KK166310.

Vacuum furnaces. Model 2575 levitation melting furnace. © 12Jan62 (in notice: 1961); KK164112.

Vacuum gauges. Model 530 Alphasatron ionization vacuum gauge. © 5Jan62 (in notice: 1961); KK163719.

NANI LEI.

When I saw this coconut I thought of you. © Margot W. Smith d.b.a. Nani Lei; 7Feb62; KK165947.

NATIONAL BROADCASTING CO., INC. ©

Concentration game. For ages 10 to adult. 4950. Milton Bradley Co. 4th ed. © 19Oct61; KK166123.

NATIONAL COMMITTEE ON THE OBSERVANCE OF MOTHER'S DAY, INC. ©

Here's your official Mother's Day display matter. Appl. author: Arthur Freeman. NM: "new Art work, new slogan". © 26Dec61; KK164008.

NATIONAL FIRE PROTECTION ASSN. ©

A library of fire protection in a two-foot shelf. © 9Feb62; KK166113.

NATIONAL LUMBERMAN'S BANK OF MUSKEGON (MICH.)

For your convenience, we offer automatic saving. © National Lumberman's Bank of Muskegon; 1Mar62; KK165779.

Salt some away in automatic savings. (In The Muskegon chronicle, Feb. 28, 1962, p.4) © National Lumberman's Bank of Muskegon; 28Feb62; KK164995.

NATIONAL PRESS. ©

What are these for? Appl. author: Rod Provorse. © 19Sep61; KK165129.

NATIONAL PRODUCTS CORP. ©

Colony Inn premium grade boil and serve cleaned shrimp. Net wt. 14 ozs. © 27Apr62; KK166829.

Colony Inn premium grade fry and serve breaded shrimp. Net wt. 1 lb. 4 ozs. © 27Apr62; KK166830.

Colony Inn premium grade heat and serve breaded shrimp. Net wt. 1 lb. © 27Apr62; KK166831.

NATIONAL RESEARCH CORP. SEE NRC Equipment Corp.

NATIONAL SWINE REPOPULATION ASSN. ©

Accreditation certificate. Specific pathogen free (SPF) swine. © 29Jan62; KK165710.

NESTLE CO., INC. ©

Four new recipe sensations from Nestle. Semi-sweet chocolate Toll House morsels. (In True story, May 1962, p.98) Appl. author: McCann-Erickson, Inc. © 5Apr62; KK165598.

Get the extra chocolate syrup, Nestle's Zip; now in a new, drip-proof bottle. (In The Baltimore sun, Apr. 1, 1962) Appl. author: McCann-Erickson, Inc. © 1Apr62; KK165600.

Goody for you. Who can resist chocolate refreshers made with Nestle's semi-sweet morsels. (In McCall's, Feb. 1960, p.175) Appl. author: McCann-Erickson, Inc. © 21Jan60; KK166898.

How long has it been since you've had a cup of real cocoa? Woman & space man. (In Life, Jan. 5, 1962, p.65) Appl. author: McCann-Erickson, Inc. © 3Jan62; KK164356.

How long has it been since you've had a cup of real cocoa? Woman ice skater. (In Look, Jan. 16, 1962, p.72) Appl. author: McCann-Erickson, Inc. © 2Jan62; KK164357.

How long has it been since you've had a cup of real cocoa? Woman in television set. (In Life, Jan. 26, 1962, p.90) Appl. author: McCann-Erickson, Inc. © 24Jan62; KK165017.

Put them all together, they make hopscotch, the wildest, most wonderful treat you ever tasted. Butter-scotch morsels. (In True story, Apr. 1962) Appl. author: McCann-Erickson, Inc. © 8Mar62; KK165016.

Steeped-in flavor in seconds. There's a perfect drop of real steeped tea in every Nestea crystal. (In Good housekeeping, Mar. 1962, p.138) Appl. author: McCann-Erickson, Inc. © 20Feb62; KK166694.

NEW JERSEY FIREWORKS MANUFACTURING CO., INC. ©

Cherry bomb salutes. One half gross. © 30Nov61; KK164467.

Kent kannon kracker flash salutes. One half gross. © 30Nov61; KK164466.

Super bulldog salutes. One half gross. © 30Nov61; KK164465.

NORAMCO PHARMACEUTICALS, INC. ©

Sting Away, immediate relief from stings of poisonous insects and effects of irritating plants. Net cont. 1 1/4 fl. oz. © 10Feb62; KK164830.

NORCOA. SEE

North Coast Products Corp.

NORCROSS, INC. ©

Is she plagued with sniffs and sneezes, so depressed that nothing pleases? Send her proof of your regard, delight her with a Norcross card. (In Life, Feb. 29, 1960, p.82) Appl. author: Young & Rubicam, Inc. © 25Feb60; KK164871.

Keep this page; here's how to make Christmas card selecting much more fun. (In Life, Nov. 7, 1960, p.105) Appl. author: Young & Rubicam, Inc. © 3Nov60; KK166154.

This is the year of the Norcross roses, send her a greeting card to match her mood. (In Life, Mar. 28, 1960, p.43) Appl. author: Young & Rubicam, Inc. © 24Mar60; KK164872.

NORMAN INDUSTRIES, INC. ©

See-All convex industrial mirrors provide instant visual supervision of operations, reduce production stoppages. (Catalog sheet no.5699) © 18Jan62; KK163947.

NORRIS, INC. ©

Fine arts chocolates. Two pounds net. Appl. author: Blanche R. Henderson. © 12Oct61; KK166275.

NORTH COAST PRODUCTS CORP.

Brand new Norcoa troll-mate, the first completely automatic trolling plate. © Norcoa, a.a.d.o. North Coast Products Corp.; 4Apr62; KK166747.

NORTHERN FIELD SEED CO. SUPERGRO DIVISION.

What you should know about SuperGro organic soil builder. © Northern Field Seed Co. (in notice: SuperGro Division, Northern Field Seed Co.); 13Nov61; KK163626.

NORTHERN PAPER MILLS.

Northern blossom pink facial tissues. 100 double tissues. © Northern Paper Mills, a Marathon Division of American Can Co.; 19Apr62; KK166764.

Northern primrose yellow facial tissues. 100 double tissues. © Northern Paper Mills, a Marathon Division of American Can Co.; 19Apr62; KK166765.

Northern snowdrop white facial tissues. 100 double tissues. © Northern Paper Mills, a Marathon Division of American Can Co.; 19Apr62; KK166766.

Northern spring violet facial tissues. 100 double tissues. © Northern Paper Mills, a Marathon Division of American Can Co.; 19Apr62; KK166767.

Softness is Northern. Mist aqua. 650 sheets, size 4 1/2" x 4 1/2". © Northern Paper Mills, a Marathon Division of American Can Co.; 17Jan62; KK165832.

Softness is Northern. Pale gold. 650 sheets, size 4 1/2" x 4 1/2". © Northern Paper Mills, a Marathon Division of American Can Co.; 17Jan62; KK165830.

Softness is Northern. Shell pink. 650 sheets, size 4 1/2" x 4 1/2". © Northern Paper Mills, a Marathon Division of American Can Co.; 17Jan62; KK165829.

Softness is Northern. Snow white. 650 sheets, size 4 1/2" x 4 1/2". © Northern Paper Mills, a Marathon Division of American Can Co.; 17Jan62; KK165831.

NORTHERN PRODUCTS.

Sweet cedar, fragrance of the north. © Melvin S. Gould d.b.a. Northern Products; 12Dec61; KK164063.

NORTHWEST PAPER CO. ©

Mission accomplished. Carlton Bond. Feb. 1962. © 26Jan62; KK164364.
Mountie and guide in canoe, leaping trout. Carlton bond. Illus.: Signed: A. Friberg. © 27Apr62; KK165977.

Mountie and husky dog. Pedigreed papers. 1962 calendar. Illus. signed: A. Friberg. © 22Nov61; KK163612.

Mountie and sun worshipper. Carlton bond. June 1962. © 25May62; KK166580.

Mountie at campfire. Carlton bond. Jan. 1962. © 28Dec61; KK163586.

Night riders. Carlton bond. Apr. 1962. © 27Mar62; KK165326.

The Northwest Mountie. (In Minneapolis Sunday Tribune, Jan. 7, 1962, pt.1, editorial-business section, p.8) © 7Jan62; KK163942.

NU-WONDER CO. ©

Crawler harness. Display card. © 6Jun61; KK166188.

O

OMC BOATS.

From top to bottom, the newest boat ever built. 17 deluxe. (In New York world-telegram & sun, Jan. 12, 1962, p.31) © OMC Boats, a division of Outboard Marine Corp.; 12Jan62; KK164135.

If you're interested in boats ... the newest boat ever built: 17 deluxe. © OMC Boats, a division of Outboard Marine Corp.; 2Jan62; KK163705.

It's not a rumor, it's a fact, OMC boats are on the way. (Special report, no.8) (In The Boating industry, May 1962, p.97) © OMC Boats, a division of Outboard Marine Corp.; 1May62; KK166007.

Off to a fast start. (Special report, no.5) (In The Boating industry, Feb. 1962, p.143) © OMC Boats, a division of Outboard Marine Corp.; 1Feb62; KK164840.

Racing, sauntering or turning, she's a delight to handle. (Special report, no.7) (In The Boating industry, Apr. 1962, p.93) © OMC Boats, a division of Outboard Marine Corp.; 1Apr62; KK166006.

Starting now, get ready to change your ideas about boats. Deluxe 17, the newest boat ever built. (In Boating year round/outboard, Jan. 1962, p.13,15,17) © OMC Boats, a division of Outboard Marine Corp.; 2Jan62; KK163704.

They stormed our bridge. (Special report, no.6) (In The Boating industry, Mar. 1962, p.104) © OMC Boats, a division of Outboard Marine Corp.; 1Mar62; KK165157.

OPW DIVISION, DOVER CORP. SEE Dover Corp. OPW Division.

OBITS (M. L.) CO. ©

Con Cleen cleaning kit for contact lens; cleaning and rinsing kit for contact lens. © 10Apr61; KK165408.

OCOMA FOODS CO. ©

Boneless breast of chicken fontenelle. Gourmet chicken entrees. Net weight 9 lbs. © 20Apr62; KK166341.

Frying chicken; cut up, ready for cooking, with giblets. © 28Dec61; KK164077.

Frying chicken breasts. Family size. Net weight 2 lbs. © 2Mar62 (in notice: 1961); KK165958.

Frying chicken drumsticks. Net weight 2 lbs. © 2Mar62 (in notice: 1961); KK165030.

Frying chicken thighs, with back portion. Net weight 2 lbs. © 2Mar62 (in notice: 1961); KK165031.

Frying chicken wings. Net weight 2 lbs. © 2Mar62 (in notice: 1961); KK165029.

O'CONNER (WALTER G.) CO. ©

Watch for Mr. Action in Harrisburg ... If you have a home to sell or want one to buy, call Mr. Action. (In Evening news, Harrisburg, Pa., Jan. 25, 1962, p.16) © 25Jan62; KK164068.

OHIO NUT & BOLT CO. ©

Spring is the time for raising things like flowers. (Bulletin no.624) Appl. author: John T. Doheny. © 15May62; KK166444.

What do 9 out of 10 profit rustlers say about RN weld nuts? (Bulletin 623) Appl. author: John T. Doheny. © 1Mar62; KK165244.

When you need a stronger or a double duty fastener. (Bulletin no.625) Appl. author: John T. Doheny. © 28May62; KK166443.

OHRBACH'S, INC. ©

The best buys on Washington's birthday will come out of boxes like this. (In Newark evening news, Feb. 20, 1962, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 20Feb62; KK164603.

Bring your little monkey down to Ohrbach's where play clothes were built to take it. (In The New York times, May 25, 1962, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 25May62; KK166463.

Don't worry about the price, it's from Ohrbach's. [Boy & girl seated by camping gear] (In Newark news, May 8, 1962, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 8May62; KK166283.

Don't worry about the price, it's from Ohrbach's. [Girl wearing sheath with butterfly bow] (In The New York times, Apr. 22, 1962, p.47) Appl. author: Doyle Dane Bernbach, Inc. © 22Apr62; KK165770.

Don't worry about the price, it's from Ohrbach's. (In The New York times, Feb. 25, 1962, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb62; KK164745.

Don't worry about the price, it's from Ohrbach's. (In The New York times, Mar. 4, 1962, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 4Mar62; KK164972.

Don't worry about the price, it's from Ohrbach's. [Pocketbook & other ladies' accessories] (In The New York times, Apr. 15, 1962, p.51) Appl. author: Doyle Dane Bernbach, Inc. © 15Apr62; KK165767.

Don't worry about the price, it's from Ohrbach's. [Woman holding pocketbook & keys] (In The New York times, Apr. 8, 1962, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 8Apr62; KK165549.

Don't worry about the price, it's from Ohrbach's. [Woman with hands behind back] (In The New York times, Apr. 1, 1962, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 1Apr62; KK165338.

Don't worry about the price, it's from Ohrbach's. [Woman with hands in coat pockets] (In The New York times, Mar. 25, 1962, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 25Mar62; KK165336.

Don't worry about the price, mom, it's from Ohrbach's. (In The New York times, May 3, 1962, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 3May62; KK166017.

Have you seen all the new old things and new new things we've got? (In The New York times, Nov. 26, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 26Nov61; KK163909.

How long since he's been to Ohrbach's? (In The New York times, May 4, 1962, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 4May62; KK166015.

How to get on the good side of mom. (In The New York times, Apr. 6, 1962, p.38) Appl. author: Doyle Dane Bernbach, Inc. © 6Apr62; KK165709.

I like me; shop Ohrbach's for coats on election day. (In The New York times, Nov. 5, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 5Nov61; KK163531.

If you've got the skis, we've got the clothes. (In The New York times, Dec. 4, 1961, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 4Dec61; KK163918.

I'll get Ohrbach's if it kills me. (In The New York times, Oct. 29, 1961, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 29Oct61; KK163537.

It's no picnic. (In The New York times, Apr. 26, 1962, p.37) Appl. author: Doyle Dane Bernbach, Inc. © 26Apr62; KK165928.

A little thing we picked up in St. Tropez. (In The New York times, May 18, 1962, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 18May62; KK166533.

The mink-backed budget watcher from the collection at Ohrbach's fur salon. (In The New York times, Nov. 27, 1961, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 27Nov61; KK163913.

My daddy must be Santa Claus. (In The New York times, Dec. 10, 1961, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 10Dec61; KK163910.

Next time she'll know better. (In The New York times, Mar. 30, 1962, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar62; KK165773.

No frills upon it; the price on the tab is for the bonnet. (In The New York times, Apr. 13, 1962, p.39) Appl. author: Doyle Dane Bernbach, Inc. © 13Apr62; KK165550.

Nora shops at Ohrbach's. (In The New York times, Nov. 12, 1961, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 13Nov61; KK164331.

Paris in three words: elegance, shape, Ohrbach's. (In The New York times, Mar. 18, 1962, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 18Mar62; KK165200.

Paris says: Clothes are closer to the body, see them tomorrow at Ohrbach's. (In The New York times, Mar. 14, 1962, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 14Mar62; KK165198.

Politician? Kids who are going to be the smartest people shop at Ohrbach's where the clothes are wonderful. (In New York journal American, Oct. 31, 1961, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 31Oct61; KK163533.

Some customers do nothing but complain. (In The New York times, Apr. 19, 1962, p.26) Appl. author: Doyle Dane Bernbach, Inc. © 19Apr62; KK165769.

This is a little bit of Paris-at-Ohrbach's. (In The New York times, Mar. 11, 1962, p.55) Appl. author: Doyle Dane & Bernbach, Inc. © 11Mar62; KK164971.

You could at least let me finish my turkey. (In Newark star ledger, Nov. 23, 1961, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 23Nov61; KK163912.

OLD COLONY GAS & OIL CO. ©

Amundsen's 50th anniversary. Genuine ethyl gas. (In North Minneapolis post, Dec. 21, 1961, p.6) © 21Dec61; KK163722.

OLD COLONY GAS & OIL CO.-Con.

Berlin 1961, with love, Nikita Khrushchev. Genuine ethyl gas. (In North Minneapolis post, Feb. 8, 1962, p.12) © 8Feb62; KK164450.

Like a brooding hen, the evil spirit of Joe lingers and waits. (In Brooklyn Center press, Mar. 8, 1962, p.12) © 8Mar62; KK164795.

Oklahoma. (In The Minneapolis daily herald, May 21, 1962, p.6) © 21May62; KK166340.

Our method of marketing petroleum products and motor fuel is quite well known to nearly everybody. H. L. Prestholdt. (In North Minneapolis post, Jan. 18, 1962, p.12) © 18Jan62; KK163981.

OLIN MATHIESON CHEMICAL CORP. ©

The greatest gift of all. (In Harper's magazine, Nov. 1961, p.54-55) Appl. author: Doyle Dane Bernbach, Inc. © 28Oct61; KK163921.

You can control mastitis with Gargon; have antibiotic free milk when you follow these directions. (In Pop-kess' dairyman's journal, Jan. 1960, p.9) © 18Dec59 (in notice: 1960); KK165568.

OLSON RUG CO. ©

Free, new Olson carpet & rug book in full colors. Room scene, girl with catalog. (In Eagle magazine, Feb. 1962) Appl. author: Arthur W. Prussing. NM: revision & addition. © 22Jan62; KK165183.

Lovellier, low priced rugs, carpeting; save up to 1/2, Olson factory to you. 2 room scenes. (In The American home, Feb. 1962) Appl. author: Arthur W. Prussing. © 9Jan62; KK165184.

Save up to 1/2 on rugs and wall-to-wall carpeting. 3 room scenes, girl with catalog. (In McCall's, Jan. 1962) Appl. author: Arthur W. Prussing. NM: revision. © 8Dec61; KK165185.

OLYMPIC PAINT & CHEMICAL CORP. SEE

My House Beautiful Colors.

ORA-DENT CORP. ©

Foam-ettes, the foaming toothpaste tablet. 42 foaming toothpaste tablets. © 7May62; KK166308.

OREGON BRASS WORKS. ©

Memorial vases of genuine bronze. Rosaria, design no.5718. © 19Mar62; KK165625.

OSHKOSH BREWING CO. ©

Chief Oshkosh beer. Contents 12 fl. oz. © 15May62; KK166266.

OSROW PRODUCTS CO., INC. ©

Just roll on the wax. Rolawaxer. (In Life, Oct. 19, 1959, p.160-161) © 19Oct59; KK165965.

OSTER (JOHN) MANUFACTURING CO. ©

Clip a share of big ticket pet profits. Dog clippers. (In American druggist, May 28, 1962, p. 99) © 28May62; KK166796.

Oster quality reflects your hair cutting skill. Model 76. (In Master barber & beautician magazine, May 1962, p.26-27) © 1May62; KK166797.

Osterizer coming attraction for your classroom; Mealtime magician. (In What's new in home economics, Apr. 1962, p.52) © 1Apr62; KK165657.

Show stoppers by Oster. Osterizer liquefier-blenders. (In Premium practice, Apr. 1962, p.165) © 1Apr62; KK165658.

Sign of the professional. Model 76 detachable blade electric hair clipper. (In Master barbers' bulletin, Apr. 1962, p.18-19) © 1Apr62; KK166001.

There's nothing like Oster premiums to draw a crowd, is there? Bandbox hair dryer. (In Premium practice, May 1962, p.32) © 1May62; KK166000.

OSTROW (BOB) DIVISION. JOHN MORRELL & CO. SEE

Morrell (John) & Co. Bob Ostrow Division.

OSWALD, WILLIAM ROBERT. ©

Direct Locator Agency. If you have anything that you would like to buy, sell ... fill out the coupon below. © 17Nov61; KK164679.

OTTENHEIMER PUBLISHERS, INC. ©

Gateway to German, the better language course. 2 12-inch LP records, conversation manual, phrase index manual. (Audio Cardalog, 61040) NM: pictorial illus. © 22Nov61; KK164792.

Gateway to Italian, the better language course. 2 12-inch LP records, conversation manual, phrase index manual. (Audio Cardalog, 61024) NM: pictorial illus. © 10Nov61; KK164791.

OUTBOARD MARINE CORP. OMC BOATS. SEE

OMC Boats.

OWENS-ILLINOIS GLASS CO. ©

4 ways to sell more spices. Ideal file 19. (In Super market news, Jan. 8, 1962, p.24) Appl. author: J. Walter Thompson Co. © 8Jan62; KK164004.

OXWALL TOOL CO., LTD. ©

Tools for home craftsmen, the world over. (Product catalogue) Appl. author: Bernard Yellon. NM: new matter. © 12Jan62; KK165071.

P

P. SEE Permacel.

P. A. T.-WARD PRODUCTIONS, INC. ©

Bullwinkle Hide 'n Seek game. For ages 5 to 12. 4208. Milton Bradley Co. © 3Nov61; KK165724.

Rocky & Bullwinkle. 70 pieces. (Whitman authorized jr. jigsaw puzzle, series no.301, no.4611:59) © 15Mar62; KK165699.

P & J EQUIPMENT CO.

Specification lubricants for your new car; Pistol Matic. © P & J Equipment Co. a.a.d.o. Southwest Grease & Oil Co., Inc.; 29Nov61; KK166480.

P.B. SEE Pfaelzer Bros.

P. E. C. SEE Polarad Electronics Corp.

P. F., INC. SEE Pepperidge Farm, Inc.

PKP. SEE Penthouse Kitchens Products, Inc.

P. P. C. SEE Personal Products Corp.

P. S., INC. SEE Purity Stores, Inc.

PABST BREWING CO. ©

Strike up the band, old-time flavor is here. Blue Ribbon beer. (In Life, Apr. 18, 1960, p.51) © 18Apr60; KK166315.

PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Altnow.

Nov. 1961. © 1Nov61; KK163990.

Dec. 1961. © 1Dec61; KK163991.

Jan. 1962. © 1Jan62; KK163992.

Feb. 1962. © 1Feb62; KK164977.

Mar. 1962. © 1Mar62; KK164976.

Apr. 1962. © 1Apr62; KK165946.

May 1962. © 1May62; KK166419.

PALMER PANTRY, INC. ©

Molly's fancy blueberry syrup. Net contents 12 fl. ozs. Appl. author: E. E. Palmer. © 8Dec61; KK164499.

PALUCCI, JENO F. SEE Riksha Inns.

PANETTE FROZEN FOODS, INC.

Easy bake, quick frozen, family loaf. Net weight 1 lb. 8 ozs. © Donald Husnik d.b.a. Panette Frozen Foods, Inc.; 27Jun57; KK164613.

PAPER MATE CO. ©

Don't promote for back-to-school without Paper Mate. Ball pens. (In Geyer's dealer topics, July 1959, p.23) © 15Jun59; KK163627.

Don't promote for back-to-school without Paper Mate. Ball pens. (In Geyer's dealer topics, July 1959, p.24) Appl. author: L. Theodore Barnett, Jr. © 1Jul59; KK164708.

PARAGON NEEDLECRAFT. ©

For the finest in needlework, choose Paragon needlecrafts. (In McCall's needlework & crafts magazine, spring-summer 1962, p.3 of cover) Appl. author: Alfred Rosenthal. © 25Jan62; KK164152.

PARAMOUNT PAPER PRODUCTS CO.

Baked ham, conveniently sliced, protectively packed. -- lbs., -- ozs. © Paramount, Omaha a.a.d.o. Paramount Paper Products Co.; 14Nov60; KK165039.

Bologna, conveniently sliced, protectively packed. -- lbs., -- ozs. © Paramount, Omaha a.a.d.o. Paramount Paper Products Co.; 14Nov60; KK165042.

Braunschweiger, conveniently sliced, protectively packed. -- lbs., -- ozs. © Paramount, Omaha a.a.d.o. Paramount Paper Products Co.; 14Nov60; KK165040.

Chopped ham, conveniently sliced, protectively packed. -- lbs., -- ozs. © Paramount, Omaha a.a.d.o. Paramount Paper Products Co.; 14Nov60; KK165037.

Conveniently sliced, protectively packed. -- lbs., -- ozs. © Paramount, Omaha a.a.d.o. Paramount Paper Products Co.; 14Nov60; KK165043.

Ham slice, conveniently sliced, protectively packed. -- lbs., -- ozs. © Paramount, Omaha a.a.d.o. Paramount Paper Products Co.; 14Nov60; KK165041.

Spiced luncheon, conveniently sliced, protectively packed. -- lbs., -- ozs. © Paramount, Omaha a.a.d.o. Paramount Paper Products Co.; 14Nov60; KK165038.

PARKE, DAVIS & CO. ©

Annuities help provide a secure future, Eldec Kapseals help provide a healthy one. PD-D-1479. © 4Jan62; KK164921.

Cancer: new knowledge, new weapons, new hope. (In The Saturday evening post, Jan. 13, 1962, p.54) Appl. author: Young & Rubicam, Inc. © 9Jan62; KK165057.

Crying solitary in lonely places but epilepsy need not mean exclusion. Dilantin. © 30Apr62; KK166194.

Dear Doctor: Conventional methods of treatment often leave something to be desired in the management of fibropurulent lesions. (In infected surgical wounds, a rational approach to therapy) PD-D-1499. © 29Nov61; KK163926.

Dear Doctor: In the management of many types of stubborn fibropurulent lesions, effective debridement may be achieved with Elase. (In stubborn fibropurulent lesions, a rational approach to therapy) PD-D-1500. © 11Dec61; KK163935.

Dear Doctor: The approach to the management of fibropurulent lesions has long been one beset with problems for the clinician. PD-D-1497. © 28Jul61; KK163606.

Dear Doctor: The next time you are consulted by a patient suffering from infectious diarrhea, you may wish to prescribe Humatin. PD-D-1502. © 26Jul61; KK163596.

Dear Doctor: You undoubtedly have found that vaginitis is a common complaint among your female patients. PD-D-1498. © 31Jul61; KK163605.

Devised for a specific application: Benylin expectorant, specifically designed to help control cough. PD-D-1495. © 20Oct61; KK163927.

Diagnosis: pinworms; prognosis: excellent, when you prescribe Povon. 1-dose control of pinworms. PD-D-1528. © 18Jan62; KK164920.

Engineered to perform a specific function: Benylin expectorant, specifically designed to help control cough. © 11Oct61; KK163600.

Even if this biology student had epilepsy, Dilantin would give him hope for a bright and useful future. PD-D-1530. © 1Nov61; KK163928.

Even if this child had epilepsy, Dilantin would permit him to participate more actively. PD-D-1524. © 27Oct61; KK163930.

Even if this grocery clerk had epilepsy, Dilantin would contribute to normal activity and usefulness. PD-D-1545. © 11Dec61; KK163934.

Even if this mailroom clerk had epilepsy, Dilantin would enable him to perform his duties. PD-D-1549. © 16Jan62; KK164924.

Even if this team manager had epilepsy, Dilantin would enable him to lead a full and active life. PD-D-1533. © 20Nov61; KK163932.

Even if this teen-ager had epilepsy, Dilantin would help him to enjoy a more active social life. PD-D-1537. © 29Nov61; KK163933.

For control of disrupting cough: when the perfect combination is defeated by a cough, Benylin expectorant. © 2Mar62; KK166201.

For effective and convenient enzymatic debridement, Elase. © 27Mar62; KK166192.

For effective control of disrupting cough; when the perfect combination is compromised by a cough, Benylin expectorant. © 13Mar62; KK166196.

For your mature patients; still active with the help of Eldec Kapseals. [Hunter] © 16Mar62; KK166202.

For your mature patients; still in step with the help of Eldec Kapseals. [Man & 2 horses] © 21Apr62; KK166190.

For your mature patients; still in the midst of things with the help of Eldec Kapseals. [Man seated before music stand, holding cello] © 23Feb62; KK166200.

Great moments in medicine: Benjamin Rush, physician, pedant, patriot. One of a series of original oil paintings. Illus.: Signed: Robert Thom. (In Harper's magazine, Nov. 1961, p.84) Appl. author: Young & Rubicam, Inc. © 30Oct61; KK165058.

Great moments in medicine: John Hunter, founder of scientific surgery. One of a series of original oil paintings. Illus.: Signed: Robert Thom. (In Harper's magazine, Sept. 1961, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 28Aug61; KK165059.

Important new study confirms Povon singularly effective against pinworm infection; outstanding one dose treatment of oxyuriasis. © 21Feb62; KK166199.

In infected surgical wounds and surface lesions, Elase for effective enzymatic debridement. © 20Feb62; KK166193.

Intended for a specific purpose: Benylin expectorant, specifically designed to help control cough. PD-D-1496. © 2Jan62; KK164919.

A major contribution to oral progestational therapy: new Norlutate, twice as potent as Norlutin. PD-D-1428. © 19Oct61; KK163931.

Modern therapy for progesterone deficiency: Norlutate, new oral progestational agent with twice the potency of Norlutin. PD-D-1417. © 5Oct61; KK163929.

One dose therapy in oxyuriasis, Povon. © 10Apr62; KK166197.

Oral progestational agent, Norlutate; high potency, low dosage. © 28Mar62; KK166195.

Outstanding benefits for sub-par patients: Adroyd N/. New protein tissue-building agent. © 16Dec60; KK163604.

Planned for a specific application: Benylin expectorant, specifically designed to help control cough. © 8Sep61; KK163601.

Planned for a specific task: Benylin expectorant, specifically designed to help control cough. © 21Sep61; KK163602.

S is for seafood to which some are allergic; when a meal from the deep causes oceans of woe, Benadryl. © 21Mar62; KK166204.

Social security helps provide a secure future, Eldec Kapseals help provide a healthy one. PD-D-1480. © 12Jan62; KK164922.

This dog handler has epilepsy ... Dilantin enables her to pursue her interests. © 20Sep61; KK163599.

This golfer has epilepsy ... Dilantin helps keep him feeling up to par. © 25Sep61; KK163598.

This little girl has epilepsy ... Dilantin permits her to participate actively. © 4Oct61; KK163597.

Twice as potent as Norlutin; Norlutate, oral progestational agent offering high potency, low dosage. © 20Feb62; KK166191.

When allergy looms large in the life of your patient; Benadryl cuts most allergens down to size. [Dust mop] © 14Feb62; KK166198.

When allergy looms large in the life of your patient; Benadryl cuts most allergens down to size. [Fish tail] © 9Mar62; KK166203.

When allergy looms large in the life of your patient, Benadryl cuts most allergens down to size. Helps to relieve symptoms of drug reactions. PD-D-1472. © 10Jan62; KK164923.

When allergy looms large in the life of your patient, Benadryl cuts most allergens down to size. Relieves the symptoms of contact dermatitis. PD-D-1492. © 22Jan62; KK164925.

When endocrine imbalance prevents conception: Norlutin, effective oral progestational therapy. © 15Dec60; KK163603.

When the perfect combination is threatened by a cough, Benylin expectorant provides the right combination for effective cough control. PD-D-1569. © 5Feb62; KK164918.

PARKER BROS., INC. ©

Baseball, football and checkers, 3 games in one. Ages 6-12. © 31May62; KK166584.

Children's Hour. Ages 4-8. 3 games. © 28Dec61; KK163673.

Football game, Pigskin. © 30Mar60; KK166228.

Long Shot, a Parker Brothers horse race game. © 11Apr62; KK166206.

Pegboard game, Pegity. Ages, family adult. © 14May62; KK166227.

PARKER PEN CO. ©

Eversharp, one of the great names in writing, demonstrates anew how it got that way. (In Life, Jan. 19, 1962, p.18) Appl. author: Leo Burnett Co., Inc. © 17Jan62; KK164286.

For giving or getting, it pays to pick a Parker. The Jotter. (In The Reader's digest, overseas military ed., June 1962, p.182J) Appl. author: Leo Burnett Co., Inc. © 25May62; KK166454.

The gift that the dictator dictated; the remarkable Parker 61. (In The New Yorker, May 5, 1962, p.103) Appl. author: Leo Burnett Co., Inc. © 3May62; KK166057.

A little luxury that does a man a world of good. The International Flighter ball pen. (In Harper's magazine, May 1962, p.7) Appl. author: Leo Burnett Co., Inc. © 23Apr62; KK165902.

New from the Parker people: the convertible pen. A lot more pen than you'd expect for \$5. The new Parker 45 convertible. (In Life, Apr. 20, 1962, p.93) Appl. author: Leo Burnett Co., Inc. © 16Apr62; KK165759.

New from the Parker people: the Convertible pen. A surprising new pen that even helps pay for itself. The new Parker 45 Convertible. (In Look, May 8, 1962, p.21) Appl. author: Leo Burnett Co., Inc. © 24Apr62; KK165791.

Out of grandpa's problem came this way to make ink out of water; the remarkable Parker 61. (In The New Yorker, Jan. 13, 1962, p.87) Appl. author: Leo Burnett Co., Inc. © 11Jan62; KK163880.

The Parker International, the ball pen with a difference you can feel the moment you put point to paper. (In The Saturday evening post, Apr. 21, 1962, p.58) Appl. author: Leo Burnett Co., Inc. © 17Apr62; KK165792.

The path of nations. (In The Milwaukee Journal, Dec. 31, 1961, pt.4, p.7) Appl. author: Leo Burnett Co., Inc. © 31Dec61 (in notice: 1962); KK164159.

The pen that inspired the most unusual fan club in the world. The remarkable Parker 61. (In The New Yorker, Feb. 3, 1962, p.45) Appl. author: Leo Burnett Co., Inc. © 1Feb62; KK164285.

People pleasing Parkers; for the people you want to please most. Parker International. (In Life, May 11, 1962, p.6-7) Appl. author: Leo Burnett Co., Inc. © 9May62; KK166139.

Some people feel the point alone is worth \$5. The new Parker 45 convertible. (In Life, Mar. 23, 1962, p.80) Appl. author: Leo Burnett Co., Inc. © 21Mar62; KK165441.

We regret to say that some very disreputable people place a very high value on Parker pens. The remarkable Parker 61. (In Life, May 25, 1962, p.R6) Appl. author: Leo Burnett Co., Inc. © 23May62; KK166537.

Why does Parker Pen make 27-ton automotons? (In Business week, Feb. 24, 1962, p.89) Appl. author: Leo Burnett Co., Inc. © 23Feb62; KK164669.

Why this is the one ball pen you hate to lend. Get the Jotter made by Parker with the T-Ball tip. (In Look, Apr. 10, 1962, p.83) Appl. author: Leo Burnett Co., Inc. © 27Mar62; KK165295.

Why this pen doesn't leak at 40,000 feet. The remarkable Parker 61. (In The New Yorker, Mar. 3, 1962, p.18) Appl. author: Leo Burnett Co., Inc. © 1Mar62; KK165009.

Why we've had to turn down orders for pen tops. The remarkable Parker 61. (In Life, Jan. 12, 1962, p.88) Appl. author: Leo Burnett Co., Inc. © 10Jan62; KK163812.

Why you'll track down this ball pen if somebody walks off with it. Get the Jotter made by Parker with the T-ball tip. (In Life, Mar. 16, 1962, p.6) Appl. author: Leo Burnett Co., Inc. © 14Mar62; KK164980.

PARKER PEN CO.-Con.

You expect a pen like this from Parker, but you don't expect to get it for \$5; the new Parker 45. (In Look, Jan. 16, 1962, p.80) Appl. author: Leo Burnett Co., Inc. © 2Jan62 (in notice: 1961); KK163667.

PARMET (JOSEPH) CO., INC. ©

Dusts and cleans 'most everything. Bon ami One-Wipe dust cloth. © 15Mar62; KK166681.

Wonderful new cleaning aid. Bon ami One-Wipe, specially treated, dust mop cover. © 15Mar62; KK166682.

PASTIME PRODUCTS.

Fairy tale theatre. © Parker Brothers, Inc. (in notice: Pastime Products, a division of Parker Brothers, Inc.); 12May61; KK166229.

PATENT SCAFFOLDING CO., INC. ©

Folding aluminum ladder scaffold. (Bulletin AS-11) Appl. author: O. H. Junggren. © 11May62; KK166135.

20K heavy duty sectional shoring. (Bulletin PSS-53) Appl. author: O. H. Junggren. © 11May62; KK166101.

PATIO FOODS, INC. ©

Beef enchilada dinner: 2 beef enchiladas with chili gravy, refried beans (refritos) and 3 beef tacos. Net weight 12 ounces. © 5Dec61; KK163618.

8 beef enchiladas in chili gravy, with cheese added. Net weight 1-1/2 lbs. © 5Dec61; KK163615.

8 tamales and beef chili. Net weight 1-1/4 lbs. © 5Dec61; KK163620.

Mexican style dinner: beef chili, rice, beans, tamales & beef enchilada. Net weight 1 lb. © 5Dec61; KK163617.

6 large beef tacos. Net weight 13-1/2 ounces. © 5Dec61; KK163616.

24 cocktail beef tacos. Net weight 11 ounces. © 5Dec61; KK163619.

PEARL DUCK, INC. ©

Dubl Duck blue shaper blades have the edge in 2716 new shops. (In Modern beauty shop, Nov. 1959, p.46) © 25Oct59; KK163525.

PENDLETON WOOLEN MILLS. ©

Authentic Pendleton; new duet on campus, Pendleton jacket and button-down shirt. Illus.: Signed: Ted Rand. (In Sports Illustrated, Aug. 28, 1961, p.12) © 28Aug61; KK164864.

Authentic Pendleton; virgin wool classics in traditional styling for school. (In Time, Aug. 25, 1961, p.2 of cover) © 25Aug61; KK165306.

Authentic Pendleton woollens. Outdoors or in, pick a Pendleton plaid. (In Sports Illustrated, Sept. 18, 1961, p.98) © 18Sep61; KK165305.

Authentic Pendleton woollens. There's nothing more comfortable than Pendleton knit shirts. (In Sports Illustrated, Oct. 2, 1961, p.72) © 2Oct61; KK165304.

It's Pendleton country wherever you go; lavish and luscious, that's all. Illus.: Signed: Ted Rand. (In The New Yorker, Aug. 19, 1961, p.3 of cover) © 19Aug61; KK164865.

It's Pendleton country wherever you go; we're tunic minded. Illus.: Signed: Ted Rand. (In The New Yorker, Sept. 9, 1961, p.99) © 9Sep61; KK164863.

It's Pendleton country wherever you go; you're a going concern with a Pendletowner, the adventurous little jacket pictured. Illus.: Signed: Ted Rand. (In Vogue, Aug. 1, 1961, p.22) © 1Aug61; KK164866.

PENNWOOD NUMECHRON CO. ©

Commemorating the first orbital flight by U. S. Astronaut Lieut. Col. John

H. Glenn, Feb. 20, 1962. F7C Satellite Tymeter Clock. Catalog sheet. Appl. author: Jack Bergman. © 13Apr62; KK166325.

PENTHOUSE KITCHEN PRODUCTS, INC. ©

100 golden Swiss cheese nuggets. Net weight 1 3/4 lbs. © 12Oct61; KK165968.

2 golden Swiss cheese tarts. Net weight 6 oz. © 12Oct61; KK165967.

PEPPERIDGE FARM, INC. ©

Apple strudel. Net wt. 14 oz. Appl. states prev. reg. 24Jan58, KK131382. NM: new illus. & graphic matter. © 26Oct61; KK163707.

Monte Carlo cookie assortment. Net wt. 8-1/2 oz. Appl. states prev. reg. 13Feb56, KK114056. NM: new illus. & graphic matter. © 16Oct61; KK163575.

Pepperidge Farm presents for your pleasure chocolate brownie nut cookies. Net wt. 5 1/2 oz. © 23Jan62; KK164746.

Pepperidge Farm presents for your pleasure peanut crunch cookies. Net wt. 5 1/2 oz. © 9May62; KK166100.

Ready-to-bake apple spice cake with maple cream icing. Net wt. 1 lb. 6 oz. © 14Oct61; KK163583.

Ready-to-bake banana nut loaf. Net wt. 13 oz. © 14Oct61; KK163577.

Ready-to-bake chocolate cake with chocolate icing. Net wt. 1 lb. 3 oz. © 14Oct61; KK163581.

Ready-to-bake cinnamon nut coffee cake. Net wt. 1 lb. 1 oz. © 14Oct61; KK163580.

Ready-to-bake date nut loaf. Net wt. 15 oz. © 14Oct61; KK163578.

Ready-to-bake pineapple upside-down cake. Net wt. 14 oz. © 14Oct61; KK163579.

Ready-to-bake yellow cake with chocolate icing. Net wt. 1 lb. 3 oz. © 14Oct61; KK163582.

PERKINS-S.O.S. DIVISION. GENERAL FOOD CORP. SEE General Foods Corp.

Perkins-S.O.S. Division.

PERMACEL.

When she said, Darling, we need a decorator, he said, cut that stuff out. And she did. Bondex, hot iron fabric. (In The American home) © Permacel a.a.d.o. Permacel Division, Johnson & Johnson; 1Apr62; KK165676.

PERMA-STRATE CO., INC. ©

Men & women, here's 10 reasons why Perma-Strate is the best way to straighten your hair. [Endorsed by Count Basie] (In Ebony, Aug. 1959, p.73) © 1Aug59; KK165438.

PERMUTIT CO. ©

The Permutit Permaerator, turbine aerator. © 15Feb62; KK164820.

XP-15 series demineralizers.

© 15Jan62; KK164819.

PERMUTIT WATER CONDITIONING, INC. ©

Permutit, perfect for modern, easy living. Model PA-70, fully automatic water softener. © 18May62; KK166408.

Permutit water, fully automatic, softener. Model EMT-400-A.

© 15May62; KK166407.

Water conditioning equipment.

© 20May62; KK166406.

PEROLIN CO., INC. ©

Marine chemicals. Fuel oil treatment. Appl. author: Robert McAndrew. © 23Feb62; KK164712.

PERRINS, W. H. ©

Mary, mother, and Child Jesus. Illus.: Signed: ELW. © 23Feb62; KK166033.

PERSONAL PRODUCTS CORP. ©

How shall I tell my daughter? © 22Mar62; KK166361.

PET MILK CO. ©

Favorites-to-do, deliciously new, with Pet. Evaporated milk. (In What's new in home economics, Feb. 1962, p.17) Appl. author: Mary Clare Gerling. © 1Feb62; KK165353.

The festive touch in candies, cookies, desserts is delightfully simple with Pet. Evaporated milk. (In Fore-cast for home economics, Nov. 1961, p.4 of cover) Appl. author: Elaine Pautler. © 15Oct61; KK163668.

Gravy-baked pork chops; the smooth, creamy gravy makes itself with Pet. (In Family weekly, Oct. 1, 1961, p.6) Appl. author: Josephine Walsh. © 1Oct61; KK163559.

Macaroni and cheese supreme. Evaporated milk. (In Parents' magazine, Feb. 1962, p.70) Appl. author: Josephine Walsh. © 25Jan62; KK165331.

More hunger controlling protein in Sego, the new, different diet food from Pet Milk Company. (In The Nashville Tennessean magazine, Oct. 8, 1961, p.7) Appl. author: Josephine Walsh. © 8Oct61; KK166008.

Nibbling defeats dieting, but Sego at mealtime helps you through the temptation hours. (In Ladies' home journal, Feb. 1962, p.116) Appl. author: Josephine Walsh. © 1Feb62; KK164876.

Nibbling defeats dieting but Sego at mealtime helps you through the temptation hours. Liquid diet food. (In Better homes & gardens, May 1962, p.106) Appl. author: Josephine Walsh. © 19Apr62; KK166991.

No bake festive fruitcake. Evaporated milk. (In Family weekly, Dec. 3, 1961, p.8) Appl. author: Josephine Walsh. © 3Dec61; KK163670.

Pet, America's first evaporated milk, Wichita's first choice for a world of reasons. (In The Wichita eagle, Feb. 26, 1962, p.2D) Appl. author: Mary Clare Gerling. © 26Feb62; KK164896.

Praise the cook. (In The American home, Mar. 1962, p.53-59) Appl. author: Josephine Walsh. © 22Feb62; KK165462.

Praise the cook who discovers this good news about Pet. Evaporated milk. (In Forecast for home economists, Mar. 1962, p.3 of cover) Appl. author: Mary Clare Gerling. © 1Mar62; KK165352.

Praise the cook who knows the creaming secret of Pet, the milk with twice the country cream in every drop. (In The American home, Mar. 1962, p.52,60) Appl. author: Josephine Walsh. © 22Feb62; KK165350.

Savory meat ball casserole, a glorious flavor medley blended together by the double-richness of Pet evaporated milk. [Endorsed by Jolene Johnson] (In The Flint journal, Feb. 7, 1962, spec. section, p.X6) Appl. author: Josephine Walsh. © 7Feb62; KK165357.

Sego, the new and different diet food with more hunger satisfying protein adds another great flavor, banana. (In The Mobile register, Oct. 26, 1961, p.8A) Appl. author: Elaine Pautler. © 26Oct61; KK163943.

Start cooking with a golden spoon. Chocolate Bavarian. Evaporated milk. (In Everywoman's family circle, May 1962, p.19) Appl. author: Josephine Walsh. © 15Apr62; KK165873.

Start cooking with a golden spoon. Creamy chiffon whip, a golden spoon recipe from Pet. (In Brownsville herald, May 17, 1962, p.5B) Appl. author: Mary Clare Gerling. © 17May62; KK166859.

- Start cooking with a golden spoon. Creamy chiffon whip, a golden spoon recipe from Pet. (In Woman's day, June 1962, p.13) Appl. author: Josephine Walsh. © 17May62; KK166966.
- Start creaming with a golden spoon. Evaporated milk. (In The Brownsville herald, May 10, 1962, p.2-B) Appl. author: Mary Clare Gerling. © 10May62; KK166326.
- Today could be Pet milk pay day for you. Evaporated milk. (In The Tri State defender, May 5, 1962, p.8) Appl. author: Mary Clare Gerling. © 5May62; KK166327.
- We'll give you a full day's supply of Sego, the new and different liquid diet food from Pet Milk Company. (In The Evening bulletin, Oct. 5, 1961, p.16) Appl. author: Elaine Pautler. © 5Oct61; KK163550.
- PETROCELLI CLOTHES, INC. ©**
American image, by Petrocelli. (In Gentlemen's quarterly, Mar. 1962, p.35) Appl. author: Will Kaplan Advertising. © 10Feb62; KK164452.
- The dramatic flair of Petrocelli; drama makes the difference, Petrocelli makes drama. Cesar Romero. Appl. author: Will Kaplan Advertising. © 27Jan62; KK164123.
- Make mine mohair. Appl. author: Will Kaplan Advertising. © 6Feb62; KK164453.
- PFAELZER BROS.**
U.S. prime filet mignon; not for sale, in any market, that is. (In The Wall Street journal, Nov. 30, 1961, p.4) © 30Nov61; KK163623.
- PHARMA-CRAFT CO. ©**
Fight the cold, not just the cough; new, a liquid cold medicine that goes to work instantly. Coldene liquid. (In Look, Dec. 22, 1959, p.108) Appl. author: J. Walter Thompson Co. © 8Dec59; KK165330.
- PHOTO MATE CO. ©**
New transparent Frame It pressure adhesive molding for mounting. Mounts any shape object. Approx. 4 ft. Appl. author: Harry Marion Konshok. © 18Dec61; KK164037.
- PHYSICIANS & HOSPITALS SUPPLY CO. SEE**
Ulmer Pharmacal Co.
- PICK-A-TRIP, INC. ©**
Here's your personal handbook; pick up facts on Pick-A-Trip travel club. © 23Apr62; KK166028.
- Pick-A-Trip travel club membership card. © 23Apr62; KK166030.
- Save 10% and more on your vacation. Join our Pick-A-Trip travel club. Take one for vacation fun. © 23Apr62; KK166027.
- Vacations at a discount for the first time ever. © 23Apr62; KK166029.
- Your National Bank and Trust Company Pick-A-Trip travel club. © 23Apr62; KK166031.
- PIERCE PRE-COOKED FOODS, INC. ©**
Food preparation is a breeze with fully cooked Pierce-Chik chicken rolls. © 18Apr62; KK165677.
- PILLING (GEORGE P.) & SON CO. ©**
General surgery forceps with Atrau-grip Jaws. (Catalog 624) © 21Mar62; KK166127.
- PILLSBURY CO. ©**
Deluxe banana sundae cake mix; Best XXXX. 1 lb. 5 1/2 oz. net wt. © 15Jan62; KK164292.
- Deluxe cherry angel food mix; Best XXXX. 15 1/2 oz. net wt. Appl. states prev. reg. KK162251. NM: changes. © 15Jan62; KK164293.
- Deluxe chocolate chip angel food mix; 14 egg whites high. 1 lb. 1-1/2 oz. net wt. Appl. states prev. reg. KK141250. NM: revision. © 1Mar62; KK164913.
- Deluxe fudge sundae fluffy frosting mix; Best XXXX. 7 oz. net wt. © 15Jan62; KK164291.
- Deluxe raspberry sundae angel food cake mix; Best XXXX. 1 lb. net wt. © 15Jan62; KK164294.
- Hungry Jack buttermilk pancake mix. 1 lb. net wt. Appl. states prev. reg. KK42438. NM: change of art work & text. © 15Dec61; KK164912.
- Hungry Jack pure wheat pancake mix. 2 lbs. net wt. Appl. states prev. reg. KK42438. NM: revision. © 2Jan62; KK166273.
- 9 quick raisin cinnamon rolls with creamy icing. Net wt. 12 oz. © 18Oct61; KK166272.
- Old family recipe apple cinnamon coffee cake mix; can of fresh apple slices inside. 1 lb. 3 oz. net wt. © 16Feb62; KK164917.
- Old family recipe banana bread mix; artificial flavor. 15-1/2 oz. net wt. © 16Feb62; KK164916.
- Old family recipe cinnamon nut coffee cake mix. 11-1/4 oz. net wt. © 16Feb62; KK164915.
- 12 flaky baking powder biscuits. Net wt. 8 oz. © 20Oct61; KK164914.
- PIPER TOYS, INC. ©**
Baby Penny Piper, the Lolli-puppet doll in magic theatre box. © 31May62; KK166799.
- Lolli-puppets in magic theatre box. © 31May62; KK166798.
- PITTSBURGH PLATE GLASS CO. ©**
Design of the month.
Nov. 1961. © 4Jan62 (in notice: 1961); KK163713.
- Dec. 1961. © 10Jan62 (in notice: 1961; KK163863).
- Jan. 1962. © 30Jan62; KK164975.
- Feb. 1962. © 28Feb62; KK165397.
- Mar. 1962. © 31Mar62; KK166355.
- PIUS XII RELIGIOUS EDUCATION RESOURCE CENTER, MONROE, MICH.**
God's plan of salvation in Christ. Prepared by Sister M. Johnice & Sister M. Elizabeth. © Pius XII Religious Education Resource Center & Sisters, Servants of the Immaculate Heart of Mary; 1Aug61; KK164030.
- POLARAD ELECTRONICS CORP. ©**
Exclusively from Polarad, calibrated microwave field intensity receiver system, 1000 to 10,000 mc. Model FIM. (In Electronics industries, Feb. 1960, p.33) © 1Feb60; KK164846.
- New from Polarad, precision noise generator. Model N-1. (In Electronics industries, Feb. 1960, p.34) © 1Feb60; KK164847.
- POLE, FRANCES. SEE** Sacco, Frances.
- POLYPLASTIC FORMS, INC. ©**
Colorful plastic signs. Appl. author: Marvin Garrett. © 15Nov61; KK163995.
- POTLATCH FORESTS, INC. ©**
Cabell's velvet mellowine, vanilla. One half gallon liquid. © 31Jan62 (in notice: 1961); KK166600.
- Camellia hostess ice cream, vanilla. One half gallon liquid. © 19Jan62 (in notice: 1961); KK166601.
- PREFERRED BUSINESS SERVICE CORP. ©**
You just know she's from Preferred. © 27Mar62; KK166004.
- PRESSING SUPPLY CO. ©**
Lady Presco colorama ironing board cover. Style 7. © 10Jan62; KK163948.
- Lady Presco silicone full size aluminized ironing board cover. Style 44. © 24May62; KK166373.
- PRISM OPTICAL, INC. ©**
Dear friend: There is no medical or scientific reason why you must pay high prices for prescription eyeglasses. Eyeglass frame gauge. © 19Jan62; KK164114.
- Prescription eyeglasses, by mail. Our latest catalog. © 19Jan62; KK164113.
- PROCTER & GAMBLE CO.**
Instead of a diaper, Pampers. No plastic pants needed. 9 small size. © P&G, a.a.d.o. Procter & Gamble Co.; 1Dec61; KK166848.
- New pillowcase; no, new bleach. New Stardust heavy-duty dry bleach out-whitens any liquid. (In Grand Rapids press, Oct. 22, 1961, comic section, p.5) Appl. author: Benton & Bowles, Inc. © 22Oct61; KK164160.
- New robe; no, new bleach. New Stardust heavy-duty dry bleach out-whitens any liquid. (In Grand Rapids press, Oct. 15, 1961, comic section, p.3) Appl. author: Benton & Bowles, Inc. © 15Oct61; KK164162.
- Prediction: fewer cavities for families like yours who use this coupon to switch to Crest care. Proof: fewer cavities for Crest groups. Tooth paste. (In Life, Florida ed., Oct. 27, 1961, p.A2-A5) Appl. author: Benton & Bowles, Inc. © 25Oct61; KK164161.
- Why this very possibly will be the next deodorant you buy. Ice-blue Secret, cream and roll-on. (In The Cincinnati pictorial enquirer, Mar. 18, 1962, p.33) Appl. author: Leo Burnett Co., Inc. © 18Mar62; KK164978.
- Why tolerate so many cavities? Do something about them. Crest toothpaste. (In Life, Sept. 15, 1961, p.109-113) Appl. author: Benton & Bowles, Inc. © 13Sep61; KK163905.
- PRODUCT CREATION CO. ©**
Fate. Appl. author: George Whitfield. © 8Sep61; KK166079.
- PROFESSIONAL DIVISION, LEHN & FINK PRODUCTS CORP. SEE** Lehn & Fink Products Corp. Professional Division.
- PUNZEL (HELEN) FEATURES, INC. ©**
Cupboard classics: cherry whistle. Cherefresh cherry juice. © 10Feb62; KK165444.
- PURDUE FREDERICK CO. ©**
Fever down in minutes; clinically proven to be far superior to aspirin. Actasal pediatric drops. (In The Journal of pediatrics, Aug. 1959, p.89) © 27Jul59; KK164249.
- New for cradle cap: Soropon pediatric solution. (In The Journal of pediatrics, Aug. 1959, p.47) © 27Jul59; KK164248.
- PUREX CORP., LTD. ©**
Now, Trend liquid detergent; wonderful Trend in luxurious plastic, same high quality, same low price. (In Good housekeeping, Apr. 1960, p.156) Appl. author: Foote, Cone & Belding. © 22Mar60; KK166253.
- To protect your pool and those who enjoy it. Pool chlorine. (In Pictorial living (Los Angeles herald-examiner) Mar. 18, 1962, p.21) © 18Mar62; KK165940.
- PURITY STORES, INC. ©**
Mission Farm fancy apple sauce. Net weight 1 lb. © 15Dec61; KK165913.
- Western Harvest fancy all green asparagus spears. Net weight 14 oz. avoird. © 15Dec61; KK165912.
- Western Harvest fancy tomato sauce. Net weight 8 oz. avoird. © 15Dec61; KK165909.
- Western Harvest fancy whole kernel golden corn. Net weight 1 lb. 1 oz. © 15Dec61; KK165910.
- Western Kitchen mayonnaise. Contents 1 pint 8 fl. ozs. © 10Oct61; KK165911.

Q

Q-TIPS, INC. ©

Only Q-Tips come two ways, with regular firm sticks or new safety sticks that bend. (In True story, Apr. 1962, p.111) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 8Mar62; KK165247.

QUAKER INDUSTRIES, INC. ©

Versatility creates sales vitality. Decorator hamper. (In Housewares review, Feb., 1960, p. 17-20) © 1Feb60; KK166690.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Reserved for selling meats and other high-profit foods. Starting Oct. 9th, get set to cash in on extra sales with Miss Sunbeam's miracle meals promotion. Bread. (In N.A.R.G.U.S. bulletin, Sept. 1961, p.31) © 5Sep61; KK164773.

Viva 'Taliano; mama mia, you'll love this real Italian bread. (In New Haven register, Mar. 20, 1961, p.12) © 20Mar61; KK163523.

QUALITY CHEKD DAIRY PRODUCTS ASSN. ©

Glenclyff cherry chocolate twist; finer ice creams. 1/2 gal. liquid. Appl. author: MacFarland-Aveyard & Co. © 15Apr62; KK166098.

QUALITY COSMETICS CORP. ©

Hard to set means hard to please, the answer's Pro-Set to wave with ease. (In American hairdresser, Nov. 1960, p.135) © 1Nov60; KK166897.

Try a little tenderness; new Monique hand cream with soothing Allantoin. (In American hairdresser, Nov. 1960, p.56) © 1Nov60; KK166896.

QUICKLINE CO. ©

Instant iron on belt kit. Style no.620. 2" width, 40" length. NM: additions. © 25Jan62; KK166345.

Chocolate cake batter and fudge icing; frozen. 2 lbs. 4 oz. min. net wt. Appl. author: Mario P. Leguina. © 1Jun61; KK163515.

QUOTA CLUB OF GRAND RAPIDS.

Q - What are the Quota girls humming? A - Busy, busy as bees we are working for our bee-zar. (In Grand Rapids press, Apr. 1, 1962, p. 68) © Quota, a.a.d.o. Quota Club of Grand Rapids; 1Apr62; KK166722.

R

R. A. R. MANUFACTURING CO.

Timesaver, for all cars & trucks. Model K-7A. © Edward S. Meyer d.b.a. R. A. R. Manufacturing Co.; 22May62; KK166445.

RI. SEE Riksha Inns.

R. L. INC. SEE Roebic Laboratories, Inc.

R. L. K. SEE Kulzick (R. L.) Inc.

RACZ MANUFACTURING CO.

Ideal sand spike. This spike is 18 inch. Appl. author: Michael Racz. © Racz Mfg. Co. (in notice: Racz Mfg.); 4Apr62; KK165755.

RADATRON RESEARCH & DEVELOPMENT CORP. ©

How to operate your new dual band Radar Sentry. Instruction pamphlet. © 25Sep61; KK163518.

Miniature electronic detector warns of radar traffic zones, promotes safe driving. Radar Sentry. Catalog sheet. © 16Oct61; KK163517.

Radar Sentry flashing display. Instruction sheet. © 22Nov61; KK163516.

Radar Sentry free newspaper mat and photo service. Folder. © 31Oct61; KK163520.

Radar Sentry sales are started by ads like these. Folder. © 11Dec61; KK163519.

Why risk fines, loss of license? Be alert with Radar Sentry. © 6Nov61; KK163521.

RADIO STATION WPAT. SEE WPAT, Radio Station.

RAND, TED.

Authentic Pendleton. SEE Pendleton Woolen Mills.

RAND-WHITNEY CORP. ©

Stewart's ice cream. One half gallon liquid. (Territorial design, no.301) © 31Jan62; KK166608.

RANDOM HOUSE.

Das Barbarspiel. 14.208. Otto Maier Verlag. Germany. © Random House & Milton Bradley Co.; 30Mar62; KK166311.

RAVE, DON. ©

Save. Retail price; discount price. [Excited man] (Series no.775) © 28Dec61; KK165276.

RED HEART DIVISION, JOHN MORRELL & CO.

SEE Morrell (John) & Co. Red Heart Division.

REDDING-HUNTER, INC. ©

Master powder measure; operating instructions. (Instruction sheet & chart for use of master powder measure) Appl. author: Burr Bement. © 8May62; KK166062.

REED, JAMES L. ©

Compati-Vinyl, a new formulation of vinyl film for use as a vapor barrier. © 11Apr62; KK165422.

REFLECTOR HARDWARE CORP. ©

New 7000 system Spacemaster deep-rim drawer counters. © 28Dec61 (in notice: 1962); KK164075.

REGAL KNITWEAR CO, INC. ©

I'm not really a princess. Girl with four button striped swimsuit. (In American girl, May 1962, p.9) © 25Apr62; KK166588.

REILLY TAR & CHEMICAL CORP. ©

Tar-Pet surface sealer. Appl. author: Frank L. Mittle. © 28Feb62; KK165487.

RENDINA, LEO. ©

Menace, Smokie, Ammo, Nitro, now known as the Black Angels precision racing team. Sweat shirts. © 15Jan62; KK165047.

RENFIELD IMPORTERS, LTD. ©

Vermouth as you like it and you will. Martini & Rossi. (In House beautiful, May 1960, p. 4 of cover) Appl. author: Reach, McClinton & Co., Inc. © 20Apr60; KK166783.

REPUBLIC MOLDING CORP. ©

Cake cover set. Polly-Flex. Appl. author: Richard C. Klebbe. © 30Mar62; KK165393.

Hamper, wastebasket; both for only \$4.88, a \$6.27 value. Polly-Flex. Appl. author: Richard C. Klebbe. © 17Feb62; KK164644.

Now, stand by to love Polly-Flex dish drainer sales. Appl. author: Roche, Rickerd & Cleary, Inc. © 15Jan62; KK164072.

Presenting Republic's '60 Freezettes freezer supplies department.

DS 60 refrigerator and freezer supply assortment. Appl. author: Elon C. Olson. © 5Dec59; KK163593.

Spring special: Coppertone garbage can. Polly-Flex. Appl. author: Richard C. Klebbe. © 30Mar62; KK165392.

REQUA, REGINALD C.

Seefloat floating underwater viewer. SEE Betts, William M.

RESEARCH & REVIEW SERVICE OF AMERICA, INC. ©

Imagine, just imagine buying a newspaper every day to see what your life insurance is worth. © 27Dec61 (in notice: 1962); KK164074.

RESEARCH PRODUCTS CORP. ©

Big news, evaporative cooling with no musty odors; new, green RP Cool-pad. © 2Feb62; KK165569.

REVCO, INC. ©

How to plan a trend-setting kitchen. Booklet. 5th ed. © 1Apr62; KK166210.

REVLON, INC. ©

Eterna 27 is the most talked about skin cream discovery of our time, you may be missing out instead of finding out what Eterna 27, by Revlon, can do for you. (In Holiday, Apr. 1962, p.17) © 15Mar62; KK165435.

For the woman who could weep because her skin beauty is drying out. Moon Drops. (In The New Yorker, Jan. 20, 1962, p.7) © 18Jan62; KK164483.

The moments he cannot forget are those intimate moments with you. (In Seventeen, Mar. 1962, p.33) © 1Mar62; KK165886.

The moments he cannot forget are those intimate moments with you: Intimate, cherished as one of the world's seven great fragrances. (In Seventeen, Jan. 1962, p.15) © 1Jan62; KK164147.

Now the time has come to ask another woman how Eterna 27 by Revlon worked for her. Cream. (In New York journal-American, Jan. 21, 1962, p.33-L) Appl. author: Grey Advertising, Inc. © 20Jan62; KK164535.

Now the time has come to ask another woman how Eterna 27 worked for her. Cream. (In Holiday, Feb. 1962, p.1) © 15Jan62; KK165074.

Revlon, first name in color, presents Softint, a galaxy of the lightest, ashiest, most natural-looking colors in the world. © 5Jan62; KK165367.

Slip into something tan, bronze lustre. Bronze lustre tanning jelly. (In New Yorker, June 9, 1962, p. 7) Appl. author: Warwick & Legler, Inc. © 9Jun62; KK166762.

So new, even you couldn't give her this 'til now; Intimate spray mist. (In Metropolitan opera program 1961-1962, Dec. 4, 1961, p.4) © 4Dec61; KK163872.

The world's most extraordinary fragrance, now in a new spray mist. Intimate mist. (In Glamour, Apr. 1962, p.7) © 22Mar62; KK165434.

REYNOLDS (R. J.) TOBACCO CO. ©

Brandon tastes so mild you think it has a filter. (In The Boston herald, Apr. 16, 1962, p.32) © 16Apr62; KK165785.

What is up front? Up front ahead of a modern filter only Winston has filter-blend. (In New York journal-American, June 4, 1962, p.9) © 4Jun62; KK166990.

REYNOLDS MANUFACTURING CO. ©

Another bold step forward by Reyco; it's the new Reyco widespread suspension 43 series. (In Fleet owner, Jan. 1962, p.16) © 10Jan62 (in notice: 1961); KK163982.

Another bold step forward by Reyco, to help you haul bigger loads, to help you make more money: It's the new Reyco widespread suspension, 43 series. (In Fleet management news, Feb. 1962, p.42) © 10Feb62 (in notice: 1961); KK164661.

Another year of Reyco leadership: 23 of 26 M-E winners, of fleet owner's maintenance efficiency awards. Reyco brake drums. (In Southern motor cargo) © 10Mar62; KK165349.

Greyhound stops safely, with Reyco. (In Motor truck & coach, Feb. 1962, p.29. Canada) © 10Feb62; KK165348.

No brake can be better than the brake drum that backs it up, and no brake drum backs up your brakes better than Reyco. (In Go, Apr. 1962, p.104) © 1Apr62; KK165425.

REYNOLDS METALS CO. ©
The aluminum revolution in cans. (In Package engineering, Apr. 1962, p.45) © 1Apr62; KK165941.

RICHARDS MANUFACTURING CO. ©
Pheasant spinal dictomes. Appl. author: Harry T. Treace. © 31Jan62; KK164193.

RICH'S, INC. ©
Springlandia. (In The Atlanta journal and The Atlanta constitution, Mar. 18, 1962, p.25-26) © 18Mar62; KK165956.

RIEGEL PAPER CORP. ©
Black sweet cherry. One half gallon liquid. (Design no.366) © 26Jan62; KK164526.
Cherry-vanilla. Design no.2019. Ice cream carton. © 2Feb62; KK166556.
Chocolate. Design no.2019. Ice cream carton. © 2Feb62; KK166562.
Chocolate chip. One half gallon liquid. (Design no.365) © 2Feb62; KK164528.
[Egg carton design] Design no.295 L. Series of 3 cartons. © 1Feb62; KK166565.
Grape, lime, coffee; all purpose. Design no.2019. Ice cream carton. © 2Feb62; KK166557.
Hostess Pak, strawberry ice cream. One-half gallon liquid. (Design no.2025) © 29Mar62; KK165322.
Johnson's richer ice cream. Black sweet cherry. One-half gallon liquid. © 12Jun62; KK166867.
[Lady; port.] One half gallon liquid. (Design no.2024) © 31Jan62; KK164527.
Neapolitan. Design no.2019. Ice cream carton. © 2Feb62; KK166564.
Nut. Design no.2019. Ice cream carton. © 2Feb62; KK166558.
Ripple-cherry. Design no.2019. Ice cream carton. © 2Feb62; KK166559.
Strawberry. Design no.2019. Ice cream carton. © 2Feb62; KK166561.
Vanilla. Design no.2019. Ice cream carton. © 2Feb62; KK166560.
Vanilla-chocolate. Design no.2019. Ice cream carton. © 2Feb62; KK166563.
Wesley's Quaker-Maid Slenderade ice milk. Chocolate marble. One-half gallon liquid. © 6Mar62; KK166868.
Wilson's quality chocolate chip. One half gallon liquid. (Design no.365) © 7Mar62; KK165212.

RIGER, ROBERT.
Will he mow 'em down like Ching Johnson? SEE Equitable Life Assurance Society of the United States.
Will he slam the ball like Sam Snead? SEE Equitable Life Assurance Society of the United States.
Will he soar through the air like Art Devlin. SEE Equitable Life Assurance Society of the United States.
Will his serve sizzle like Jack Kramer's? SEE Equitable Life Assurance Society of the United States.
Will there ever be another Babe Ruth? SEE Equitable Life Assurance Society of the United States.
Will there ever be another Red Grange? SEE Equitable Life Assurance Society of the United States.

RIKSHA INNS.
Select bean sprouts. Net weight 1 lb. © Jeno F. Paulucci d.b.a. Riksha Inns; 2Apr62; KK165787.

RINEHART, MARIE NORMA. ©
Alnor; sigan el camino del exito. Aprende ingles. © 15Feb62; KK164449.

RIO RANCHO ESTATES, INC. ©
Sensational land sale at Albuquerque, New Mexico, the booming wonder city of the great southwest. © 15Nov61; KK163613.
Spectacular land sale at Albuquerque, New Mexico; now own a 1/2 acre estate in this \$12,000 an acre neighborhood for only \$795. (In Chicago sun-times, Jan. 24, 1962, p.42) © 24Jan62; KK166290.
Spectacular land sale; big western size homesites at booming Albuquerque, New Mexico, at less than 50% of current market prices. (In Wichita eagle and beacon magazine, Jan. 28, 1962, p.5) © 28Jan62; KK166299.
Spectacular land sale; magnificent homesites in sunny suburban Albuquerque, New Mexico, at only a fraction of current prices. (In Family weekly, Mar. 18, 1962, p.13) © 18Mar62; KK166300.
Spectacular \$10 a month land sale offers year 'round resort living at Albuquerque, New Mexico; your own half acre estate at a fraction of current market prices. (In Boston Sunday advertiser, Jan. 21, 1962, p.20A) © 21Jan62; KK166297.
Your own western size 1/2 acre estate for sunshiny, year 'round living; amazing big city land sale at sunny Albuquerque, New Mexico. (In Chicago sun-times, Jan. 24, 1962, p.41) © 24Jan62; KK166295.
Your own western size 1/2 acre estate for sunshiny, year 'round living; amazing land sale at sunny Albuquerque, New Mexico. (In Houston chronicle, Feb. 6, 1962, p.2) © 6Feb62; KK166291.
Your own western size 1/2 acre estate for sunshiny, year 'round living; amazing land sale at sunny Albuquerque, New Mexico. (In New York herald tribune, Feb. 4, 1962, p.28B) © 4Feb62; KK166294.
Your own western size 1/2 acre estate for sunshiny, year 'round living; amazing land sale at sunny Albuquerque, New Mexico. (In Rocky Mountain news, Denver, Feb. 4, 1962, p.45) © 4Feb62; KK166296.
Your own western size ranch estate for sunshiny, year 'round living; amazing land bargain at sunny Albuquerque, New Mexico. (In New York post, Mar. 7, 1962, p.17) © 7Mar62; KK166292.
Your own western size ranch estate for sunshiny, year 'round living; amazing land bargain at sunny Albuquerque, New Mexico. (In The New York times, Mar. 11, 1962, p.10E) © 11Mar62; KK166293.

RIVA, CHARLES P. SEE Riva Distributing Co.

RIVA, JANE G. SEE Riva Distributing Co.

RIVA DISTRIBUTING CO.
Viva Riva rum butter. Net wt. 12 oz. (No.1712-S) © Riva Co. a.a.d.o. Riva Distributing Co., a firm composed of Charles P. Riva, Jr. & Jane G. Riva; 15Oct61; KK166477.
Viva Riva Tom & Jerry eggnog batter. Net wt. 12 oz. (No.1716-S) © Riva Co. a.a.d.o. Riva Distributing Co., a firm composed of Charles P. Riva, Jr. & Jane G. Riva; 15Oct61; KK166476.

ROAL-NOKA CO.

De-Tek-A-Lek, guardian of green magic protects you by warning you immediately of needed repairs to leaking toilet valve. 1 1/4 in. © Roal-Noka Co., a partnership comprising Robert L. Schott, Jr. & William L. Wright; 28Apr62; KK166110.

ROCK OF AGES. ©

In every field there is one outstanding value to which all others are compared. In memorials, that one is Rock of Ages. (In The Saturday evening post, Mar. 17, 1962, p.102-103) © 13Mar62; KK165325.

ROCKFORD SCREW PRODUCTS CO. ©

Introducing Rocky. Rocky caricature. © 30Apr62; KK166420.

ROCKY MOUNTAIN METAL PRODUCTS CO. ©

Delicacy, strength. Green temper Elgiloy orthodontic wire. Martin Brusse, copy; Gene Kramer, art. (In American journal of orthodontics, Nov. 1961, p.38) © 15Nov61; KK165077.

Dentistry goes to the world's fair, sponsored by the Washington State Dental Assn. Over 5,000,000 people ... will see the 400 sq. ft. Dentistry through the ages of man exhibit. Steve Demarest, copy; Gene Kramer, art. (In American journal of orthodontics, Apr. 1962, p.24-25) © 15Apr62; KK166115.

Introducing the new RM lock: this easy-to-use, one-piece, open slot RM lock transfers ... without additional assembly. Steve Demarest, copy. (In American journal of orthodontics, May 1962, p.28) © 15May62; KK166386.

Look and compare. Qwik-Wing edgewise brackets. Steve Demarest, copy; Gene Kramer, art. (In American journal of orthodontics, Jan. 1962, p.36 & p.3 of cover) © 15Jan62; KK165079.

Nuk Sauger functional orthodontic exercisers. Steve Demarest, copy. (Functional orthodontic preventive programs, no.3) (In American journal of orthodontics, May 1962, p.42-43) © 15May62; KK166385.

Nuk Sauger orthodontic nipple. Facts about the design and use of the Nuk Sauger functional orthodontic nipple. Steve Demarest, copy; Gene Kramer, art. (In American journal of orthodontics, Apr. 1962, p.38 & 3 of cover) © 15Apr62; KK166114.

A profile of dental progress. Martin Brusse & Steve Demarest, copy; Gene Kramer, art. (Series of man) (In The Denver post, Nov. 26, 1961, p.14A) © 26Nov61; KK165969.

Rocky Mountain signifies quality and service for orthodontics and dentistry for children. Steve Demarest, copy; Bob Jones, art. (In American journal of orthodontics, Apr. 1962, p.26) © 15Apr62; KK166116.

Using RM adapting cables. Gene Kramer, art; Steve Demarest, copy. (In American journal of orthodontics, Nov. 1961, p.37) (No.6 of a series) © 15Nov61; KK165078.

ROCKY MOUNTAIN OIL LEASING CORP. ©

Sealed bids, 3rd Monday, June 1962, 4 p.m. The Sealed Bid Oil Leasing Company. (In The Oil news, May 19, 1962, p.2) Appl. author: Walter O. Cass. © 19May62; KK166391.

ROEBIC LABORATORIES, INC. ©

New plan guarantees no clogging in septic tank/cesspool systems: Roebic maintenance program. © 2Feb62; KK164150.

ROHRS, ROBERT W. ©

Original Toy Tote, world's handiest toy bag. © 18Dec61; KK163859.

ROMA WINE CO. ©

Picture labels? Now that's news. (In Beverage media, Nov. 1961, p.245) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct61; KK164009.

Roma reserve California cocktail sherry. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165813.

Roma reserve California cream sherry. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165811.

Roma reserve California, especially blended cooking sherry. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165812.

Roma reserve California muscatel. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165821.

Roma reserve California pale dry sherry. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165815.

Roma reserve California port. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165822.

Roma reserve California ruby port. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165820.

Roma reserve California sherry. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165816.

Roma reserve California tawny port. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165818.

Roma reserve California tokay. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165817.

Roma reserve California Ultra Pink. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165814.

Roma reserve California white port. Appl. author: Frank Caffarelli. © Roma Wine Co. trade name of Schenley Industries, Inc.; 24Jul61; KK165819.

RONSON CORP. ©

Last filled in 1957; the fuel can't evaporate from a Ronson Varaflame. (In Reader's digest, Nov. 1961, p.215) Appl. author: Doyle Dane Bernbach, Inc. © 31Oct61; KK163536.

New Ronson Varaflame lights 150 packs of cigarettes without refueling. (In Look, Dec. 19, 1961, p.71) Appl. author: Doyle Dane Bernbach, Inc. © 14Dec61; KK163914.

Take us to your mother. Varaflame. (In Reader's digest, May 1962, p.48) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr62; KK166279.

Why pay 4.95 for this Ronson lighter when you can buy an imitation cheap? Pioneer. (In The Saturday evening post, Dec. 9, 1961, p.77) Appl. author: Doyle Dane Bernbach, Inc. © 5Dec61; KK164329.

ROOD, ROBERT E.

Teniscor, the original tennis score-board. SEE Drobac, Stan.

ROSS, CHARLES J. SEE Ross & Ross.

ROSS, SAMUEL J. SEE Ross & Ross.

ROSS & ROSS.

Hytrix; to make better use of your recreation area: an adjustable basketball standard that will make your outdoor court instantly available to all ages. © Samuel J. Ross & Charles J. Ross d.b.a. Ross & Ross; 15Mar61; KK165292.

ROTHMAN, HARRY. ©

And who shaves the barber? Imported Loden topcoats. (In The New York times, Mar. 14, 1962, p.36) © 14Mar62; KK164909.

Attention: bus riders. Hand-tailored imported fabric sport jackets. (In The New York times, Apr. 11, 1962, p.24) © 11Apr62; KK165429.

Buy 100 shares of Harry Rothman. Black or navy imported worsted suits. (In The New York times, Mar. 26, 1962, p.22) © 26Mar62; KK165189.

Can you get tickets wholesale? Hand-tailored 11-1/2 oz. imported worsted suits. (In The New York times, Apr. 9, 1962, p.20) © 9Apr62; KK165394.

A fabulous event for the man who knows the finest; a magnificent array of hand-tailored sports jackets. (In The New York times, May 15, 1962, p.23) © 15May62; KK166103.

Free samples, anyone? Hand tailored natural shoulder imported tropical suits. (In New York herald tribune, Apr. 17, 1962, p.11) © 17Apr62; KK165545.

Home on the Rothman range. Imported tropical worsted suits. (In The New York times, Feb. 14, 1962, p.14) © 14Feb62; KK164415.

How does Harry Rothman do it? Hand-tailored Italian Douppioni pure silk suits. (In The New York times, May 31, 1962, p.14) © 31May62; KK166459.

Our phones keep ringing .. is Rothman ready with summer suits? (In The New York times, May 8, 1962, p.33) © 8May62; KK165976.

Take good care of yourself, Harry. 3-pc. worsted suits, with vests. (In The New York times, Mar. 16, 1962, p.18) © 16Mar62; KK164948.

This isn't in the travel folders. Imported tropical worsted suits. (In The New York times, Mar. 12, 1962, p.12) © 12Mar62; KK164877.

To a certain TV newscaster: thanks. Imported tropical worsted suits. (In The New York times, Apr. 13, 1962, p.24) © 13Apr62; KK165484.

V. I. P. signs H. R. A. with I. N. K. For the southbound man, Italian silk suits. (In The New York times, Feb. 26, 1962, p.11) © 26Feb62; KK164826.

Watch out for the eotian shrudlu. Imported pincheck worsted suits. (In The New York times, Feb. 16, 1962, p.16) © 16Feb62; KK164447.

We're happy when it happens. Black vicuna outercoats. (In The New York times, Feb. 12, 1962) © 12Feb62; KK164365.

Whaddya read? Imported tropical worsted suits. (In The New York times, Apr. 16, 1962, p.24) © 16Apr62; KK165500.

What to do with old razor blades. Wash 'n wear raincoats with new split shoulder styling. (In The New York times, Mar. 30, 1962, p.16) © 30Mar62; KK165291.

What's your favorite hobby? Wash 'n' wear tropical suits. (In The New York times, Apr. 20, 1962, p.16) © 20Apr62; KK166034.

Where does the clothes pro go? Hand-tailored mohair and wool tuxedos. (In The New York times, Feb. 28, 1962, p.18) © 28Feb62; KK164668.

Why do zebras wear stripes? Hand-tailored worsted Saxony suits. (In The New York times, Jan. 31, 1962) © 31Jan62; KK164124.

Your wife is definitely invited. New spring hand-tailored worsted suits. (In The New York times, Mar. 2, 1962, p.8) © 2Mar62; KK164665.

ROTO SHARP, INC. ©

Rotary lawn mower sharpener. Appl. author: Henry W. Kolling. NM: revision & additions. © 30Dec61; KK165119.

ROYAL CROWN COLA CO. ©

Fresher cola, fresher you; the difference in RC cola comes through. (In Life, Mar. 16, 1962, p.18-19) Appl. author: D'Arcy Advertising Co. © 16Mar62; KK165720.

You taste it, you feel it, too; the difference in RC cola comes through. [Endorsed by Jim Little] (In Life, Jan. 26, 1962, p.20-21) Appl. author: D'Arcy Advertising Co. © 26Jan62; KK164122.

ROYAL TOPS MANUFACTURING CO., INC. © It's Royal Yo-Yo time. No.250. Appl. author: Joseph T. Radovan. © 18Dec61; KK163588.

RUBBERMAID, INC. ©

Bouquet wastebasket. No.2640. © 12Jan62 (in notice: 1961); KK164889.

Bouquet wastebasket. No.2652. © 12Jan62 (in notice: 1961); KK164888.

Cutting board counter protector. No.1325. © 3Jan62 (in notice: 1961); KK164890.

Deluxe diaper pail. No.2870. © 12Mar62; KK165701.

Diaper pail. No.2875. © 5Mar62; KK164885.

Drainer tray. No.1180. © 14Nov61; KK164887.

Handy dryer. No.6304. © 28Mar61; KK166602.

King size wastebasket. No.2947. © 18Dec61; KK164886.

Litter basket. No.2989. © 29Nov61; KK164883.

Marine accessories. No.2885 utility scoop. Appl. author: Robert W. Loos. © 8Dec61; KK165069.

Mooring snubber. No.1663. © 22Mar62; KK165700.

People on the go protect and beautify their car floors with Rubbermaid Kar-Rugs. (In Automotive news, Feb. 5, 1962, insert, p.41-42) Appl. author: Robert W. Loos. © 5Feb62 (in notice: 1961); KK165068.

Pitcher. No. 2992. © 20Jun62; KK166977.

Saf-step bathtub mat. No.7035. © 13Jan62 (in notice: 1961); KK166603.

Sink strainer. No.5817. © 16Feb62; KK164884.

RUBINSTEIN (HELENA) INC. ©

Date dreaming; new Bio-Clear medicated cream gives you fast help for acne breakouts. (In Seventeen, Feb. 1962, p.35) © 26Jan62; KK164196.

Extra; new, beauty breakthrough from Helena Rubinstein, the first glamorous medicated make-up in seven shades. Clear and Lovely. (In Seventeen, May 1962, p.102-103) © 26Apr62; KK165954.

Helena Rubinstein combines rare-herbal and bio-natural elements in Herbessence beauty preparations, for new fulfillment of your beauty. (In Harper's bazaar, Feb. 1962, p.44) © 30Jan62; KK164897.

Helena Rubinstein introduces a triumphant new fragrance: Vis-a-Vis. (In Vogue, Nov. 1, 1961, p.74) © 1Nov61; KK163558.

Helena Rubinstein invites you to experience a completely new idea in beauty treatment. New Herbessence skin life. (In The New Yorker, Mar. 10, 1962, p.104) © 10Mar62; KK165388.

Helena Rubinstein says start looking younger today with Ultra Feminine, the only face cream that replenishes vital estrogen and progesterone works within the skin as nature does. (In Chicago daily news, Jan. 9, 1962, p.21) © 9Jan62; KK163980.

I, Helena Rubinstein, now bring you my new Herbessence Skin Life cream. (In The New Yorker, Jan. 27, 1962, p.52) © 27Jan62; KK164189.

Is there something I can do for my skin? When the patient asks ... tell her about Ultra Feminine face cream. (In The American Journal of nursing, Dec. 1961, p.8) © 21Nov61; KK163546.

Let's talk about your skin, by Helena Rubinstein. Update beauty on a budget. Bio-Clear. (In Seventeen, Feb. 1962, p.144) © 26Jan62; KK164195.

Look, 9 mad summer colors; new, lipstick and lip-liner in one. It's Helena Rubinstein's Fashion Stick, now in a new sparkly cool summer case. (In Seventeen, May 1962, p.2) © 26Apr62; KK166405.

New beauty to show; light up your complexion with this unique new Illumination compact. (In The New Yorker, Mar. 10, 1962, p.94) © 10Mar62; KK165390.

New Bio-Clear medicated cream gives you fast help for acne breakouts. (In Seventeen, Jan. 1962, p.29) © 27Dec61 (in notice: 1962); KK163666.

New, it's Helena Rubinstein's new lipstick and lip-liner in one, Fashion Stick, now with a whole new summer look. (In The Democrat chronicle, Apr. 29, 1962, p.15W) © 29Apr62; KK166063.

She ran into my arms, crushing the flowers I'd brought for her. She wears Tender Pink by Helena Rubinstein. (In Glamour, Feb. 1962, p.114) © 15Jan62; KK164558.

She was the first girl I'd met who really liked long walks. She wears Red Hellion by Helena Rubinstein. (In Glamour, Mar. 1962, p.78) © 20Feb62; KK165681.

She watched the ships dock and I watched her. She wears Sunny Coral by Helena Rubinstein. (In Glamour, Apr. 1962, p.80) © 22Mar62; KK165680.

Start today to end dry skin with Helena Rubinstein's Skin Dew, invisible all-day beauty treatment. (In The New Yorker, Mar. 3, 1962, p.54) © 3Mar62; KK165389.

Start today to end dry skin with Helena Rubinstein's Skin Dew invisible all day beauty treatment. (In Vogue, Mar. 15, 1962, p.157) © 15Mar62; KK165679.

RUDD-MELIKIAN, INC. ©

Announcing Ice-A-Cup, the new Rudd-Melikian cold drink machine. (In Vend, Apr. 15, 1962, p.58 & 61) Appl. author: Harris D. McKinney, Inc. © 15Apr62; KK166153.

Brew-A-Cup consistently serves the best cup of coffee from a machine. The only system that gives you positive control over coffee-vending costs. (In Vend, Feb. 1, 1962, p.55-58) Appl. author: Harris D. McKinney, Inc. © 1Feb62; KK164448.

Flexibility ... quality is the word for R-M food and beverage products, quality specifically for vending-machine consumption. Brew-A-Cup 533. (In Vend, Mar. 15, 1962, p.84-85) Appl. author: Harris D. McKinney, Inc. © 15Mar62; KK165081.

How to make a coffee profit in small locations. Appl. author: Harris D. McKinney, Inc. © 5Mar62; KK164869.

Look to full-line vending to expand your bottling business. Look to Rudd-Melikian for the machines and the help. [Endorsed by Edward J. Downey] (In National bottlers' gazette, Mar. 1962, p.100-101) Appl. author: Harris D. McKinney, Inc. © 1Mar62; KK165032.

New flavor, new foaminess, new creaminess; R-M whipped hot chocolate mix. (In Vend, Mar. 1, 1962, p.33-34) Appl. author: Harris D. McKinney, Inc. © 1Mar62; KK164870.

Old Mill ground coffee-on-tape, consistently delicious. (In Vend, Apr. 1, 1962, p.20A-20B) Appl. author: Harris D. McKinney, Inc. © 1Apr62; KK166151.

Special offer, reconditioned Brew-A-Cup at 3/4 original cost. (In Vend, Apr. 1, 1962, p.77) Appl. author: Harris D. McKinney, Inc. © 1Apr62; KK166152.

RUDHARD, JAMES W. SEE Rudhard Research.

RUDHARD RESEARCH.

Viva Spanish wheat germ with magic sauce. 8 oz. net weight. © James W. Rudhard d.b.a. Rudhard Research; 17May62; KK166354.

RUET ENGINEERING CO. ©

A modern merchandising miracle: Neptune lobster tank, designed to make dining in your restaurant an unforgettable occasion. © 8Nov61; KK163718.

RUPPERT, JACOB. ©

Ruppert people have a thirst for living. Knickerbocker beer. (In Life, Feb. 15, 1960, p.88) Appl. author: Norman, Craig & Kummel, Inc. © 15Feb60; KK165740.

RUST-OLEUM CORP. ©

Pleasure craft finishes. Contents: one U. S. quart. Appl. author: Robert A. Fergusson. © 14Jan61; KK166456.

Stops Rust. Rust preventive, beautifies as it protects. Blue plaid & marine steering wheel design. Contents: one U. S. quart. Appl. author: Robert A. Fergusson. © 10Mar61; KK166457.

Stops Rust. Rust preventive, primer surfacer. 2067 automotive primer. Contents one U. S. quart. Appl. author: Robert A. Fergusson. © 6Mar62; KK166455.

S

S. A., INC. SEE Scans Associates, Inc.

S.B.C. SEE Snowwhite Baking Co.

S. C. SEE Sunbeam Corp.

S.M.B. CO. SEE Salerno-Megowen Biscuit Co.

SAADE, GEORGE MIKE. SEE Cazle Enterprises.

SAALFIELD PUB. CO. ©

Peggy Lou, the calendar girl paper doll. 721. Costumes and scissors. NM: "new doll mount." © 9Nov61; KK161117.

Shirley Temple play kit. 6030. NM: new format & background art. © 26May61; KK161019.

SABEN SAFETY ENTERPRISES.

Bike-1-dent & medical information. Appl. author: Benjamin Saben. © Saben Safety Enterprises, solely owned by Benjamin Saben; 14May62; KK166790.

SALERNO-MEGOWEN BISCUIT CO. ©

Chocolate chips; chock-full of chocolate chips. Net weight 7 ozs. © 9Jan62 (in notice: 1961); KK163816.

SANDBECK-TESTLO CO.

Graynot. Graynot restores natural and youthful color to gray and faded hair. 8 fluid ounces. © Peder Sandbeck-Testlo d.b.a. Sandbeck-Testlo Co.; 15Feb62; KK166211.

SANDERS, DAVID K. ©

Smooo. [Cartoon character] © 1Jun62; KK166611.

SANITARY SOAP CO., INC. ©

Lotion Kleen hand cleaner, with hexachlorophene and lanolin. © 22Jan62; KK164372.

SARDEAU, INC. ©

Bathe away dry skin. Sardo. (In New era, Deep River, Conn, Jan. 18, 1962) Appl. author: William D. Cayton. © 18Jan62; KK165959.

SARNA (S. S.) INC. ©

Retail catalog, no.62. Appl. author: Sajjan S. Sarna. © 15Aug61; KK165780.

Retail catalog, no.62A. Appl. author: Sajjan S. Sarna. © 22Aug62; KK165781.

SARONG, INC. ©

Be a queen for a day, all day, every day. Sarong criss-cross girdles and bras with Stretch-Ever Spandex elastic. (Counter card no.CC-QN 3/62) Appl. author: Donahue & Coe Agency. © 31Mar62; KK165303.

Be a queen for a day, all day, every day, with Sarong. Appl. author: Donahue & Coe Agency. © 31Mar62; KK165300.

A bra that lasts and fits 3 times as long, and is pretty, too. Appl. author: Donahue & Coe Agency. © 5Jan62; KK164949.

Corsetieres tell us this is the best-fitting bandeau bra in the industry. Sarong no. 400 criss cross bra with stretch-ever Spandex. (In Women's wear daily, May 3, 1962, p. 15) © 3May62; KK166658.

Criss-cross bra; new, Stretch-Ever Spandex elastic. Appl. author: Donahue & Coe Agency. © 3Jan62; KK165147.

For the first time, a bra that lasts and fits 3 times as long, and is pretty, too. Criss-cross bra with Stretch-Ever no-rubber Spandex elastic. Appl. author: Donahue & Coe Agency. © 5Jan62; KK164959.

For the first time, a bra that lasts and fits 3 times as long, and is pretty, too. New Sarong criss-cross bra with Stretch-Ever no-rubber Spandex elastic. Appl. author: Donahue & Coe Agency. © 5Jan62; KK164955.

Longer lasting control and comfort with today's new lovely Sarong fashions. Dress-up bra; long leg panty girdle. Appl. author: Donahue & Coe Agency. © 31Mar62; KK165516.

New, P. N. Practical Front, fresh fitting every day. (Counter card, CC-PN 1/62) Appl. author: Donahue & Coe Agency. © 2Feb62; KK164938.

New Sarong, for longer lasting control and comfort with today's new fashions. Perfection control waistline pull-on girdle. Appl. author: Donahue & Coe Agency. © 31Mar62; KK165301.

New, Sarong Perfection control girdle. Appl. author: Donahue & Coe Agency. © 26Oct61; KK163776.

New Sarong Perfection control girdles with Stretch-Ever, the no-rubber Spandex elastic. Swing into spring with light-as-air girdles that last longer, too. (STR-124-1/62) Appl. author: Donahue & Coe Agency. © 5Jan62; KK164960.

New Sarong Perfection control, pull-on waistline, long leg, panty girdle; new Stretch-Ever Spandex elastic. Appl. author: Donahue & Coe Agency. © 6Mar62; KK165148.

SARONG, INC.-Con.

- New, Sarong Perfection control, pull-on waistline panty girdle. Appl. author: Donahue & Coe Agency. © 26Oct61; KK163775.
- Now, girdles that last and control 3 times as long. Perfection control girdles. (In Harper's bazaar, Nov. 1961, p.49) Appl. author: Donahue & Coe Agency. © 1Nov61; KK164051.
- Now, girdles that last and control 3 times as long, light-as-air, too; new Sarong Perfection control girdles. [Three women in balloon] (Counter card HC-SP121) Appl. author: Donahue & Coe Agency. © 7Sep61; KK163789.
- Now, girdles that last and control 3 times as long, light-as-air, too. No.121 Perfection. Appl. author: Donahue & Coe Agency. © 7Sep61; KK163786.
- Now, girdles that last 3 times as long, light-as-air, too. (Table tent card, TT-SP1-9/61) Appl. author: Donahue & Coe Agency. © 7Sep61; KK163782.
- Now, the girdle that lasts and controls 3 times as long with lasting comfort, too. No.100 Perfection. Appl. author: Donahue & Coe Agency. © 7Sep61; KK163788.
- Only Sarong combines so much comfort, beauty and long-lasting economy in one girdle. Perfection control long leg panty girdles. Appl. author: Donahue & Coe Agency. © 31Mar62; KK165302.
- Sale, new P. N. Practical Front, America's leading corset styles. Appl. author: Donahue & Coe Agency. © 7Sep61 (in notice: 1960); KK163787.
- Spandex elastic girdles. (Ceiling mobile, no.1033) Appl. author: Donahue & Coe Agency. © 7Sep61; KK164940.
- Swing into spring with new Sarong Spandex girdles; light as air, last longer, too. Perfection control girdles. (No.124B) Appl. author: Donahue & Coe Agency. © 5Jan62; KK164957.
- Swing into spring with new Sarong Spandex girdles; light as air, last longer, too. Perfection control girdles. (No.124D) Appl. author: Donahue & Coe Agency. © 5Jan62; KK164958.
- SAVINGS & LOAN FOUNDATION, INC. ©
- Book of the year. (In Look, Feb. 13, 1962) Appl. author: McCann-Erickson. © 30Jan62; KK165013.
- Book of the year. (In Senior scholastic, Jan. 10, 1962, p.27) Appl. author: McCann-Erickson, Inc. © 8Jan62; KK164359.
- Dividend news for 29,000,000 Americans. (In National publisher, Jan. 1962, p.3 of cover) Appl. author: McCann-Erickson, Inc. © 2Jan62; KK164358.
- For a bright future, saving makes the difference. (In Senior scholastic, Apr. 11, 1962, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 9Apr62; KK165602.
- A happy new year dividend to 29 million Americans. (In The Reader's digest, Jan. 1962, p.245) Appl. author: McCann-Erickson, Inc. © 21Dec61; KK164360.
- How money saved at insured savings and loan associations benefits the whole country. (In Newsweek, Apr. 2, 1962, p.79) Appl. author: McCann-Erickson, Inc. © 29Mar62; KK165601.
- Life can bloom after fifty. Insured Savings and Loan Associations. (In Saturday evening post, June 2, 1962) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 29May62; KK166692.

Saving is better than craving. (In Senior scholastic, Mar. 14, 1962) Appl. author: McCann-Erickson, Inc. © 12Mar62; KK165012.

Savings and Loan dollars make jobs for them all. (In Time, Jan. 26, 1962) Appl. author: McCann-Erickson, Inc. © 23Jan62; KK164361.

Who hits the most nails on the head? (In Time, Mar. 2, 1962) Appl. author: McCann-Erickson, Inc. © 27Feb62; KK165014.

Will you have enough money for college? (In Senior scholastic, Feb. 14, 1962, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 12Feb62; KK165015.

You can start saving money as easy as ABC. (In The Reader's digest, Apr. 1962, p.256) Appl. author: McCann-Erickson, Inc. © 21Mar62; KK165599.

You choose the door, we'll supply the key. Insured savings and loan associations. (In Time, May 4, 1962, p. 55) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 1May62; KK166693.

SCANLON (EDWARD H.) & ASSOC. ©

Rancho columnar sargant cherry. Appl. author: Edward H. Scanlon. © 21Feb62 (in notice: 1961); KK164808.

Scanlon globe cherry. Appl. author: Edward H. Scanlon. © 27Feb62 (in notice: 1961); KK164807.

Scanlon maple. Appl. author: Edward H. Scanlon. © 21Feb62 (in notice: 1961); KK164809.

SCANS ASSOCIATES, INC. ©

Calibration instructions for dynamic balance leak test system. (Bulletin 6206) Appl. author: V. G. Converse. © 16Mar62; KK165206.

Differential amplifier, model 21204. (Bulletin 6204) Appl. author: V. G. Converse. © 12Feb62; KK165204.

Dynamic balance leak testing. (Bulletin 6203) Appl. author: V. G. Converse. © 22Jan62; KK165205.

Leak rate instrument, model 21205. Installation: A-Calibrator bracket. (Bulletin 6205) © 16Mar62; KK165202.

Leak rate instrument, model 21205. Installation: A-Set point gain adjustment. (Bulletin 6205) © 12Feb62; KK165201.

SCARVES BY VERA, INC.

The Charleston garden; Vera's cherries. © Vera a.a.d.o. Scarves by Vera, Inc.; 1Sep61; KK165776.

SCHENLEY DISTILLERS CO. ©

June post-offs are bustin' out all over. Reserve liqueur. (In Beverage retailer weekly, May 28, 1962, p.3) Appl. author: Kleppner Co. © 28May62; KK166934.

June specials from Schenley. Big three post-off. Schenley Reserve. (In Beverage retailer weekly, May 28, 1962, p.7) Appl. author: Kleppner Co. © 28May62; KK166932.

SCHENLEY DISTILLERS, INC. ANCIENT AGE DISTILLING CO. SEE Ancient Age Distilling Co.

SCHENLEY INDUSTRIES, INC. SEE Roma Wine Co.

SCHICK, INC. ©

How to take it off like a lady. All new Crown Jewel. (In Made-moiselle, May 1961) Appl. author: Norman, Craig & Kummel, Inc. © 29Apr61; KK164733.

How to take it off like a lady; all new Crown Jewel by Schick. (In Glamour, Dec. 1961, p.21) Appl. author: Norman, Craig & Kummel, Inc. © 22Nov61; KK164507.

How to take it off like a lady. Crown Jewel shaver. (In Seventeen, May 1962, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 1May62; KK166949.

If you still shave with a blade, read this: What do doctors say about blade shaving? All new Schick compact. (In New York world telegram, June 13, 1961) Appl. author: Norman, Craig & Kummel, Inc. © 13Jun61; KK164828.

Schick compact shaves close & clean as a blade yet costs you less than shaving with a blade. (In Life, Sept. 8, 1961) Appl. author: Norman, Craig & Kummel, Inc. © 6Sep61; KK164506.

SCHLITZ (JOSEPH) BREWING CO. ©

\$500,000 Florida fishing derby. [Poster] © 5Feb62; KK165255.

How about a Schlitz? Glass stein. Outdoor poster. © 20Oct61; KK164324.

Now you know the difference. Bottle & cap. Outdoor poster. © 20Sep61; KK164323.

Old Milwaukee, America's lightest beer. Contents 12 fluid ounces. © 1Feb62; KK166061.

Real gusto. Man drinking from mug of beer. Outdoor poster. © 5Jan62; KK164132.

Real gusto in a great light beer. [Beer & can opener] (In Ebony, Mar. 1962, p.89) © 18Feb62; KK165130.

Real gusto in a great light beer. (In Ebony, June 1962, p.61) © 24May62; KK166415.

Real gusto in a great light beer. (In Life, Jan. 19, 1962, p.6-7) © 15Jan62; KK164355.

Real gusto in a great light beer. [Man drinking from mug] (In Sports illustrated, Jan. 29, 1962, p.9) © 24Jan62; KK165125.

Real gusto in a great light beer. Outdoor poster. © 25Mar62; KK165953.

Winner on the first ballot. Move up to Schlitz. (In 1960 Democratic national convention, p. 2 of cover) © 1Jul60; KK165451.

SCHMID (JULIUS) INC.

Now, trichomonad explosion plus control of secondary invaders. Vagisec-Plus jelly. © 12Mar62; KK165034.

SCHNEIDER, JOHN, III. ©

Baseball promotion. (In The Queen Anne's record observer, Dec. 28, 1961, p.4) © 28Dec61; KK163849.

SCHOTT, ROBERT L., JR. SEE Roal-Noka Co.

SCHOENEMAN (J.) INC. ©

From a great heritage ... Kingsridge worsted suits from the exciting fall collection of American highlights. Godchaux's. Appl. author: Stuart E. Stern. © 1Mar62; KK166112.

If you fancy the finest, you'll enjoy the luxury of imported fabric suits by Golden House. Saks Fifth Avenue. Appl. author: Stuart E. Stern. © 1Mar62; KK165685.

Open up for the slim, trim look you like in a vested Briar & Hearth suit by Kingsridge. Benoit's. Appl. author: Stuart E. Stern. © 1Mar62; KK165687.

Put them all together and you have Kingsridge Sportsemble, a new and exciting sport suit. Phil A. Halle. Appl. author: Stuart E. Stern. © 1Mar62; KK165682.

There's a deep undercurrent ... the lustrous, handsome Embers worsted suit by Kingsridge. Muse's. Appl. author: Stuart E. Stern. © 1Mar62; KK165684.

There's that man again; he's the man who wears a Kingsridge worsted suit. Jacob Reed's Sons. Appl. author: Stuart E. Stern. © 1Mar62; KK166111.

- What do these men have in common with you? Answer: They all give their clothes hard wear, they all know the Hammer 'Nails suit can take it. Berry-Burk & Co. Appl. author: Stuart E. Stern. © 1Mar62; KK165686.
- What's the story behind this lustrous fabric? The Season Fore suit by Kingsridge. Metropolitan. Appl. author: Stuart E. Stern. © 1Mar62; KK165683.
- SCHOFIELD MANUFACTURING CO. ©**
Sheet metal screw Sco-Driver, converts 1/4" drill into a power screw driver. Display card. © 1Jun62; KK166572.
- SCHREINER'S GARDENS. ©**
You just can't beat iris, they're colorful, dependable, easy to grow. Appl. author: Sweeney, Krist & Dimm. NM: additions. © 10Apr62; KK166458.
- SCIENTIFIC PRODUCTS.**
Nobel laureate contemporaries: portraits of progress. Calendar. Illus. signed: Tom Hayne. © Scientific Products, division of American Hospital Supply Corp.; 1Nov61; KK164042.
- SCORE RECORDER, INC. ©**
Instruction sheet, score recorder. Appl. author: John O'Dwyer. © 17Nov61; KK164488.
- SCOVILL MANUFACTURING CO. HAMILTON BEACH DIVISION. SEE Hamilton Beach.**
- SCRIBNER'S (CHARLES) SONS. ©**
Minou; story and pictures by Francoise, pseud. of Francoise Seignobosc. © on jacket illus.; 23Feb62; KK164962.
- SCUDDER, LAURA. ©**
I know, honey. Hey, mommie, I'm collecting Laura Scudder's potato chip bags. (In Santa Barbara news-press, May 9, 1962, p.6-7) © 9May62; KK166402.
- SEALY, INC. ©**
Be good to yourself, and to your back, with a Sealy Posturepedic. (In The American home, May 1962, p.78) Appl. author: Earle Ludgin & Co. © 20Apr62; KK165996.
Be good to yourself and to your back with a Sealy Posturepedic. Mother & baby. (In Parents' magazine, Apr. 1962, p.77) Appl. author: Earle Ludgin & Co. © 25Mar62; KK165332.
Be good to yourself and to your back with a Sealy Posturepedic. Three in bed. (In Better homes & gardens, Apr. 1962, p.103) Appl. author: Earle Ludgin & Co. © 20Mar62; KK165333.
First time below nationally-advertised \$59.95 price, you get famous Sealy Flex Guard quality \$20.00 off. (In Life, Jan. 12, 1962, p.68-69) Appl. author: Earle Ludgin & Co. © 10Jan62; KK163817.
For people who like to be pampered, Sealy Posturepedic. (In Modern bride, summer 1962, p.70) Appl. author: Earle Ludgin & Co. © 20Mar62; KK165334.
Now all the comfort and healthful support of the famous Posturepedic innerspring mattress is yours in Sealy's all new foam rubber Posturepedic. (In Better homes & gardens, Apr. 1962, p.103) Appl. author: Earle Ludgin & Co. © 20Mar62; KK165335.
6-piece maple bed sale. (In The American home, Mar. 1962, p.13) Appl. author: Earle Ludgin & Co. © 20Feb62; KK164560.
Specially priced for Sealy's anniversary sale, 4-pc. twin bed ensembles. Maple bookcase headboard. (In Better homes & gardens, Feb. 1962, p.29) Appl. author: Earle Ludgin & Co. © 23Jan62; KK164120.
- This is Sealy's new Posturepedic Imperial 200. (In The American home, May 1962, p.78) Appl. author: Earle Ludgin & Co. © 20Apr62; KK165998.
- This is the back of a coupon; take this coupon; be good to yourself, and to your back, with a Sealy Posturepedic. (In Ladies' home journal, May 1962, p.103-105) Appl. author: Earle Ludgin & Co. © 26Apr62; KK165997.
- SEAMLESS RUBBER CO. ©**
Plan for fun in your own backyard with the help of your nearby sporting goods dealer. (In Boys' life, May 1960, p.4) © 15May60; KK166342.
- SEARLE (G. D.) & CO. ©**
Enovid. © 28Nov61; KK163554.
Safety in long-term ovulation inhibition. (Enovid bulletin, no.6, Oct. 1961) © 20Oct61; KK163553.
- SEARS, ROEBUCK & CO. ©**
Allstate truck tires come in every size, every design and the famous Sears guarantee comes with them. (In Commercial car journal, Nov. 1961, p.179) © 1Nov61; KK164370.
How Sears roughriders in Texas proved that you can't beat these two Allstate tires, no matter how much more you pay. (In Commercial car journal, Apr. 1962, p.351) © 5Apr62; KK166205.
How Sears roughriders in Texas proved that you can't beat these two Allstate tires, no matter how much more you pay. (In Commercial car journal, Apr. 1962, p.351) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Mar62; KK165620.
- SEIGNOBOSC, FRANCOISE.**
Minou. SEE Scribner's (Charles) Sons.
- SERTA ASSOCIATES, INC. ©**
The emergency call I almost didn't hear; fatigue build-up. Perfect Sleeper. [Endorsed by Patricia Mohr] (In Life, June 2, 1961, p.71) © 31May61; KK166147.
Fatigue build-up almost drove me to the emergency ward, says John McNally. Perfect Sleeper mattress. (In Life, May 12, 1961, p.47) © 10May61; KK166148.
Fatigue build-up made me almost sorry I was a mother, says Mrs. Lee Madden. Perfect Sleeper mattress. (In Life, Apr. 21, 1961, p.89) © 19Apr61; KK166149.
It's easy to have a beautiful home including the last word in perfect sleep; the beautiful new 1962 Serta Perfect Sleeper mattress. (In Ladies' home journal, Apr. 1962, p.130-131) © 29Mar62; KK166150.
Nothing does more to help me fight fatigue build-up than my Serta Perfect Sleeper mattress. [Endorsed by Bob Hope] (In Life, Sept. 29, 1961, p.134-135) © 27Sep61; KK166145.
Serta rolls back the price to 1956; more luxurious than ever. Serta-Posture mattress. (In Life, Jan. 5, 1962, p.70-71) © 3Jan62; KK166144.
6 great names team up to bring you the Serta all-star mattress sale; lowest prices in history for these Serta-Lux mattresses and box springs. (In Life, July 7, 1961, p.19) © 5Jul61; KK166146.
- SERVICE PROMOTIONS, INC. ©**
Notice; a man who makes his own decisions is never, never sold an automobile. (In Indianapolis news, Dec. 4, 1961, p.8) © 4Dec61; KK163996.
- SEVEN-UP CO. ©**
Big things are in store with 7-Up and festive foods. Sell store-wide 7-Up displays. © 1Feb62; KK165088.
How do you keep roll-1-1-ing? You give yourself this quick, fresh lift. (In Life, Mar. 9, 1962, p.98) Appl. author: J. Walter Thompson Co. © 7Mar62; KK165753.
Ice cream it. Make a Seven-Up float. (In Nashville Tennessean, June 3, 1962, p.3 of comic section) Appl. author: J. Walter Thompson Co. © 3Jun62; KK166872.
I'm cashing in with venders and coolers. Venders and coolers turn preference into sales. © 1Mar62; KK165089.
Lunch, supper, snack; sandwiches and Seven-Up. (In The Nashville Tennessean, Feb. 11, 1962, comics, p.3) Appl. author: J. Walter Thompson Co. © 11Feb62; KK164599.
Pizza-fire in your throat? Put it out with this fresh, clean taste. (In Better homes and gardens, Feb. 1962, p.129) Appl. author: J. Walter Thompson Co. © 18Jan62; KK163985.
The 7-Up float. Remember those good old days? These are the good old days, too. © 1Jun62; KK166895.
7-Up suggests how to watch the clock and be fancy, too. 7-Up with festive food. (In McCall's, Feb. 1962, p.70-71 & insert) Appl. author: J. Walter Thompson Co. © 30Jan62; KK164598.
Six ways to make a Seven-Up float. (In Life, June 1, 1962, center spread) Appl. author: J. Walter Thompson Co. © 29May62; KK166874.
Six ways to make a Seven-Up float. The fresh, clean taste of 7-Up does something scrumptious for ice cream. (In Reader's digest, June 1962, p.197) Appl. author: J. Walter Thompson Co. © 25May62; KK166873.
There's a big future for 7-Up sales makers who place outside signs. © 1Apr62; KK166536.
Thirst getting into the act? Bring on the real thirst quencher. (In Look, Apr. 24, 1962, p.3 of cover) Appl. author: J. Walter Thompson Co. © 10Apr62; KK165754.
Thirst-y cha-cha-cha? Have the real thirst quencher. (In Life, Jan. 12, 1962, p.27) Appl. author: J. Walter Thompson Co. © 10Jan62; KK163986.
Unlock 7-Up sales with a winning combination. © 1Jan62; KK166479.
What goes with the fun? What goes with the food? What goes with your happy holiday mood? (In Cedar Rapids gazette, May 27, 1962, p.4 of cover) Appl. author: J. Walter Thompson Co. © 27May62; KK166871.
Why let thirst in on the fun? Have the real thirst-quencher. Seven-Up. (In New Orleans states-item, May 9, 1962, p.26) Appl. author: J. Walter Thompson Co. © 9May62; KK166870.
Wilted? What you need is this quick, fresh lift. (In Life, May 4, 1962, p.82) Appl. author: J. Walter Thompson Co. © 2May62; KK166323.
- SHANDONWEST CO. ©**
Public relations advertising agreement. © 26Jan62; KK164706.
- SHEAFFER (W. A.) PEN CO. ©**
AM-PM. Sheaffer's blankets your entire market on full NBC-TV network. Cartridge pen and pencil set. (In College store journal, winter 1961, p. 4 of cover) Appl. author: Batten Barton Durstine & Osborn, Inc. © 1Nov61; KK166636.

SHEAFFER (W. A.) PEN CO.-Con.

- America's newest pen; set your sights on the fastest sellin' pen in any man's army. PFM. (In Post exchange and commissary, Feb. 1960, p.169) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb60; KK164763.
- Back-to-school promotion ends soon. Hurry! Order Sheaffer's today for bigger profits. Assortment SSR60. (In National stationer, Aug. 1960, p. 2) Appl. author: Batten Barton Durstine & Osborn, Inc. © 1Aug60; KK166639.
- Back-to-school special. For all your writing needs. Cartridge pen. (In Tobacco leaf, July 8, 1961, p. 29) Appl. author: Batten Barton Durstine & Osborn, Inc. © 8Jul61; KK166631.
- Brighten your back-to-school profits with Sheaffer's shine in school promotion. Cartridge fountain pen. (In American druggist, July 24, 1961, p. 57) Appl. author: Batten Barton Durstine & Osborn, Inc. © 24Jul61; KK166652.
- Can you answer these 6 easy questions about the writing accessories business? Skrip writing fluid. (In Tobacco leaf, Nov. 12, 1960, p. 29) Appl. author: Batten Barton Durstine & Osborn, Inc. © 12Nov60; KK166629.
- Distinctive new business gift idea, the Reminder clip ballpoint. (In The Wall Street Journal, Oct. 17, 1961, p.3) Appl. author: Batten Barton Durstine & Osborn, Inc. © 17Oct61; KK164397.
- Exciting new advertising gift from Sheaffer's. It's the all-new cartridge fountain pen. (In The Wall Street Journal, Apr. 12, 1961, p.7) © 12Apr61; KK164399.
- The exquisite Lady Sheaffer, the gifted pen. (In Sunset, Nov. 1960, p.148) Appl. author: Batten Barton Durstine & Osborn, Inc. © 25Oct60; KK164394.
- First popular price promotion keyed to a big back-to-school market with extra cash bonuses for wholesaler salesmen. Assortment SSR60. (In Wholesale drug sales, June 1960, p. 3 of cover) Appl. author: Batten Barton Durstine & Osborn, Inc. © 1Jun60; KK166645.
- First popular price promotion means bigger back-to-school profits for you. Assortment SSR60. (In American druggist, June 13, 1960, p. 84) Appl. author: Batten Barton Durstine & Osborn Inc. © 13Jun60; KK166625.
- For home and office, the gifted desk set. (In Sunset, Oct. 1960, p.32) Appl. author: Batten Barton Durstine & Osborn, Inc. © 25Sep60; KK164395.
- For thoughtful Christmas giving give the Reminder clip ballpoint. (In This week, Dec. 10, 1961, p.20) Appl. author: Batten Barton Durstine & Osborn, Inc. © 10Dec61; KK165221.
- Free. Takes 14" space, makes 40% profit. New revolving merchandiser shows 24 boxed writing gifts. (In American druggist, Sept. 4, 1961, p. 99) Appl. author: Batten Barton Durstine & Osborn, Inc. © 4Sep61; KK166647.
- Give the joy of writing with a fine fountain pen. PFM V. (In The New Yorker, May 7, 1960, p.168) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5May60; KK166538.
- Handwriting, like fashion, expresses personality. You can express it fully only when you write with a fountain pen [writes] Hannah Troy. (In Time, Nov. 7, 1960, p.81) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 2Nov60; KK164390.
- Heavy inventories got your working capital bottled up? (In Tobacco leaf, Apr. 22, 1961, p. 17) Appl. author: Batten Barton Durstine & Osborn, Inc. © 22Apr61; KK166630.
- How to win friends, influence sales promotions. (In The Wall Street Journal, Apr. 18, 1961, p.7) Appl. author: Batten Barton Durstine & Osborn, Inc. © 18Apr61; KK164398.
- I prefer to sign correspondence and important documents with a fountain pen [writes] David Burpee. (In Time, Jan. 13, 1961, p.5) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 10Jan61; KK164386.
- I'd be as likely to use a driver in a sand trap as sign my mail with anything but a real fountain pen [writes] Gene Sarazen. (In Time, Nov. 28, 1960, p.37) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 23Nov60; KK164388.
- I'd sooner trump my partner's ace than sign an important document with less than a fountain pen [writes] Chas. H. Goren. (In Time, Oct. 17, 1960, p.71) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 12Oct60; KK164392.
- Improve your handwriting; it's easier than you think. © 8Jan62 (in notice: 1961); KK165070.
- In any language, the letters that carry the greatest message of warmth and friendship are written with a fountain pen [writes] Charles Berlitz. (In Time, Oct. 31, 1960, p.39) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 26Oct60; KK164391.
- The ink bottle is inside the fountain pen. Cartridge pen. [Endorsed by Lynne Heutchy] (In Senior scholastic, Nov. 8, 1961, p. 4 of cover) © 6Nov61; KK166642.
- Invest in Sheaffer's cartridge fountain pen. (In Tobacco leaf, July 9, 1960, p. 29) Appl. author: Batten Barton Durstine & Osborn, Inc. © 9Jul60; KK166643.
- It's what's on the ball that makes the big difference in ballpoints. Skrip 303 ballpoint fluid. (In Good housekeeping, Sept. 1960, p.24) Appl. author: Batten Barton Durstine & Osborn, Inc. © 18Aug60; KK166637.
- I've noticed that the more important the signature, the more likely it's written with a real fountain pen [writes] Milton J. Cross. (In Time, Nov. 21, 1960, p.67) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 16Nov60; KK164389.
- Last chance! Big shine in school deal. Cartridge pen. (In Modern stationer, Aug. 1961, p. 37) Appl. author: Batten Barton Durstine & Osborn, Inc. © 15Jul61, KK166638.
- Last chance to feather your nest with Sheaffer's early-bird specials and free storewide display. Skripriper ballpoint. (In Tobacco leaf, Oct. 8, 1960, p. 33) Appl. author: Batten Barton Durstine & Osborn, Inc. © 8Oct60; KK166628.
- Looking for prestige advertising gifts? Then look no further; Sheaffer's Fineline mechanical pencil is the answer. (In The Wall Street Journal, Apr. 6, 1961, p.15) Appl. author: Batten Barton Durstine & Osborn, Inc. © 6Apr61; KK164400.
- Make it a write Christmas for everyone. This Christmas give a Sheaffer Skripriper. (In Good housekeeping, Dec. 1960, p. 177) Appl. author: Batten Barton Durstine & Osborn, Inc. © 17Nov60; KK166623.
- Make your store Christmas gift headquarters with Sheaffer's write Christmas promotion. 1EB60. (In Chain store age, Sept. 1960, p. 85) Appl. author: Batten Barton Durstine & Osborn, Inc. © 27Aug60; KK166633.
- My fountain pen, like my favorite brushes, seems to fit my hand and my style better every year I use it [writes] Jon Whitcomb. (In Time, Dec. 19, 1960, p.65) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 14Dec60; KK164385.
- Neatest ever. Never goes near an ink bottle. Cartridge fountain pen. [Endorsed by Donna Mae Jones] (In Senior scholastic, March 2, 1960, p. 2 of cover) Appl. author: Batten Barton Durstine & Osborn, Inc. © 29Feb60; KK166641.
- Never miss a word. No dip, no dunk, no mess. Cartridge fountain pen. [Endorsed by Rickey Morey] (In Boy's life, May 1960, p. 3 of cover) Appl. author: Batten Barton Durstine & Osborn Inc. © 25Apr60; KK166627.
- New, demonstrate all 8 point styles of Sheaffer's PFM, pen for men. (In National stationer, Apr. 1960, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr60; KK165513.
- New for Christmas, with more than 601,887 reasons to give it. (In Good housekeeping, Dec. 1961, p.185) Appl. author: Batten Barton Durstine & Osborn, Inc. © 21Nov61; KK164402.
- New, for men only, the gifted pen. (In Sunset, Sept. 1960, p.89) Appl. author: Batten Barton Durstine & Osborn, Inc. © 25Aug60; KK164396.
- New man-styled heft. PFM, pen for men. (In Sports illustrated, Apr. 11, 1960, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Apr60; KK165512.
- New, modern; Sheaffer puts the ink bottle inside the fountain pen. (In Look, Dec. 19, 1961, p.82) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer's a.a.d.o. W. A. Sheaffer Pen Co.; 5Dec61; KK164762.
- New, styled to fit a man's hand and a man's way of writing. PFM. (In Sports illustrated, May 16, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12May60; KK166241.
- Now Paar, Garroway are selling Sheaffer's. [Fountain pen & pencil set] (In Chain store age, Apr. 1961, p. 28) Appl. author: Batten Barton Durstine & Osborn, Inc. © 27Mar61; KK166634.
- Now Sheaffer's new popular price line packed for self-service selling. Cartridge fountain pen. (In Rack merchandising, May 1960, p. 23) Appl. author: Batten Barton Durstine & Osborn, Inc. © 1May60; KK166640.
- Nowadays a fountain pen may not be the proper way to write books, but to me a personal letter written with anything else is, well, improper [writes] Cleveland Amory. (In Time, Dec. 5, 1960, p.69) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 30Nov60; KK164387.
- Perfect pair for write Christmas profits. Cartridge fountain pen and pencil set. (In Variety store merchandiser, Sept. 1960, p. 82) Appl. author: Batten Barton Durstine & Osborn, Inc. © 1Sep60; KK166632.
- Profit dividends from Sheaffer's. Every 5 seconds someone buys a Sheaffer cartridge pen. (In American druggist, June 12, 1961, p. 95) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 12Jun61; KK166650.

Profit dividends from Sheaffer's. Get 91¢ in sales of accessories for every \$1.00 in sales of writing instruments. Skrip cartridges. (In American druggist, Sept. 18, 1961, p. 119) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 18Sep61; KK166648.

Profit dividends from Sheaffer's. Sales nearly double when you stock accessories too. Fineline thin leads. (In American druggist, May 15, 1961, p. 113) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 15May61; KK166653.

Profit dividends from Sheaffer's. Shine with Sheaffer's big back-to-school promotion. Cartridge pen. (In American druggist, July 10, 1961, p. 105) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co. a.a.d.o. W. A. Sheaffer Pen Co.; 10Jul61; KK166651.

Profit dividends from Sheaffer's. Stock Skrip, the writing fluid that accounts for over 70% of sales. (In American druggist, Apr. 17, 1961, p. 99) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 17Apr61; KK166654.

Profit dividends from Sheaffer's. Turns 14" of space into \$33.30 profit. Free pilfer resistant merchandise no. 1000. (In American druggist, Oct. 2, 1961, p. 98) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 20Oct61; KK166649.

Profit dividends from Sheaffer's. Welcome those little money-makers called accessories. Skrip cartridges. (In American druggist, Mar. 20, 1961, p. 25-26) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 20Mar61; KK166626.

Proved after 9 terrific months of sales testing in mid-America. New popular price line. Skripwriter ballpoint pens. (In College store journal, summer 1960, p. 4 of cover) Appl. author: Batten Barton Durstine & Osborn, Inc. © 1Jul60; KK164904.

Proved after 9 terrific months of sales testing in mid-America. Skripwriter ballpoint pens. (In The College store journal, summer issue 1960, p. 4 of cover) © 15Jul60; KK165268.

Sheaffer's, for thoughtful Christmas giving. (In Look, Dec. 5, 1961) Appl. author: Batten Barton Durstine & Osborn, Inc. © 21Nov61; KK164401.

Sheaffer's for thoughtful Christmas giving. Compact cartridge pen. (In Look, Dec. 19, 1961) Appl. author: Batten Barton Durstine & Osborn, Inc. © 5Dec61; KK165688.

Smoothest yet. No dip, no dunk, no mess. Cartridge fountain pen. [Endorsed by Dave Michelman] (In Senior scholastic, May 11, 1960, p. 2 of cover) Appl. author: Batten Barton Durstine & Osborn, Inc. © 9May60; KK166624.

Spring gift-time promotion means it's profit time for you. Assortment GT61. (In American druggist, Apr. 3, 1961, p. 70) Appl. author: Batten Barton Durstine & Osborn, Inc. © 3Apr61; KK166646.

Take it from me (and I should know), it makes a neat gift idea. [Santa Claus] Cartridge pen. (In Senior scholastic, Nov. 29, 1961, p. 2 of cover) Appl. author: Batten Barton Durstine & Osborn, Inc. © 27Nov61; KK166644.

Today's biggest ballpoint buy. (In National stationer, Jan. 1961, p. 2 of cover) Appl. author: Batten Barton Durstine & Osborn, Inc. © 1Jan61 (in notice: 1960); KK166656.

What 30,098,417 students would like for Christmas. Cartridge fountain pen. (In American girl, Dec. 1960, p. 2 of cover) Appl. author: Batten Barton Durstine & Osborn, Inc. © 25Nov60; KK166655.

When only the right words will do, only a fountain pen will do [writes] David Susskind. (In Time, Oct. 3, 1960, p. 51) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 28Sep60; KK164393.

Win \$100.00 a month for the entire school year with Sheaffer's pen money contest. Cartridge fountain pen. (In Chicago maroon, Oct. 20, 1961, p. 11) Appl. author: Batten Barton Durstine & Osborn, Inc. © 20Oct61; KK166635.

Your signature is truly yours only when you write with a real fountain pen [writes] Rise Stevens. (In Time, Dec. 12, 1960, p. 75) Appl. author: Batten Barton Durstine & Osborn, Inc. © W.A.S.P. Co., a.a.d.o. W. A. Sheaffer Pen Co.; 7Dec60; KK164384.

SHELL OIL CO. ©

Why do I have a shadow? (In Time, Nov. 10, 1961, p. 16-17) © 7Nov61; KK163883.

Why does the candle burn? (In Time, Dec. 1, 1961, p. 48-49) © 28Nov61; KK163884.

SHERWATT EQUIPMENT & MANUFACTURING CO., INC. ©

Woven wire fabrics. (Catalog, S-2-RAW) © 1Dec61; KK165316.

SHERWIN-WILLIAMS CO. ©

To every woman who is thinking about decorating a room. Super Kem-Tone. (In Reader's digest, June 1962, p. 42-43) Appl. author: Edward M. Marker. © 21May62; KK166930.

What every man should think about before painting a house. SWP oil-base house paint. (In American home, June 1962, p. 9) Appl. author: Edward M. Marker. © 17May62; KK166961.

SHONTEX CO. ©

Golden oil reconditioning cleanser for hair and scalp. 4 fluid oz. Appl. author: Zepha Bogert. © Shontex, a.a.d.o. The Shontex Co.; 28Dec61; KK163792.

Products for hair and scalp. Pro¹⁰ formula hair conditioner. Package insert. Appl. author: Zepha Bogert. © Shontex a.a.d.o. Shontex Co.; 17Jan62; KK164121.

Pro¹⁰ formula hair reconditioner. 7/8 oz. net wt. Appl. author: Zepha Bogert. © Shontex, a.a.d.o. The Shontex Co.; 28Dec61; KK164025.

Wholesale price list, 1962: new improved Shontex golden line. Pro¹⁰ formula hair reconditioner. Appl. author: Zepha Bogert. © Shontex, a.a.d.o. The Shontex Co.; 15Jan62; KK163924.

SHOW-HOUSE, INC. ©

Especially recommended 'round the world. U. S. Naugahyde. (102) (In House beautiful, June 1962, p. 14-15) Appl. author: Jule R. von Sternberg. © 20May62; KK166384.

Especially recommended '62 forecast. Kling Factories. (101) (In House beautiful, Mar. 1962, p. 50-51) Appl. author: Jule R. von Sternberg. © 20Feb62; KK165828.

SHULTON, INC. COLFAX LABORATORIES. SEE Colfax Laboratories.

SHWAYDER BROS., INC. ©

Bravissimo; the smart set applauds the smart set Silhouette, world's loveliest luggage. (In Seventeen, Mar. 1960, p. 27) Appl. author: Grey Advertising, Inc. © 1Mar60; KK164636.

Mush. Got a valentine on the go? Then give her, or him, Samsonite Streamlite, lighthearted luggage made for adventure. (In Look, Feb. 2, 1960, p. 48) Appl. author: Grey Advertising, Inc. © 19Jan60; KK164839.

SHWAYDER BROS., INC. FOLDING FURNITURE DIVISION.

Best friend a bride ever had, besides her cookbook. Deluxe Samsonite king size folding table, just \$14.95. (In Modern bride, Feb.-Mar. 1960, p. 2 of cover) Appl. author: Grey Advertising, Inc. © Shwayder Bros., Inc. (in notice: Shwayder Bros., Inc., Folding Furniture Division); 15Jan60; KK165757.

Samsonite kid-size folding furniture, the rugged gift for hard playing kids because it's finished with long lasting PlastiSteel. (In Parents' magazine & better homemaking, Dec. 1959, p. 70) Appl. author: Grey Advertising, Inc. © Shwayder Bros., Inc. (in notice: Shwayder Bros., Inc., Folding Furniture Div.); 25Nov59; KK163868.

SHWAYDER BROS., INC. LUGGAGE DIVISION. ©

Samsonite Streamlite new low prices. 2-piece sets reduced in time for Christmas. (In Look, Dec. 8, 1959, p. 117) Appl. author: Grey Advertising, Inc. © 24Nov59; KK164498.

SICKS' RAINIER BREWING CO. ©

Another public service venture by Rainier ale. Coach Stahl wants you to walk to Seattle. Rainier old stock ale. (In San Francisco chronicle, Feb. 27, 1962, p. 11) Appl. author: Weiner & Gossage, Inc. © 27Feb62; KK166760.

Be the first highbrow in your neighborhood to own a Beethoven, Brahms, or Bach sweat shirt. Rainier ale. (In San Francisco chronicle, Dec. 5, 1961, p. 17) Appl. author: Weiner & Gossage, Inc. © 5Dec61; KK163694.

A progress report on the Rainier ale walk to the Seattle world's fair. Coach Stahl and team off and walking. Old stock ale. (In San Francisco chronicle, June 4, 1962, p. 14) Appl. author: Weiner & Gossage, Inc. © 4Jun62; KK166761.

SIERRA CAPITAL CO. ©

Portal to profits. Funds for growth; a federal licensee under the Small Business Investment Act of 1958. © 15Mar62; KK165290.

SIMMONS CO. ©

New, low prices. Simmons quilted sleep sets now protected with Sani-Seal. (In Life, Feb. 2, 1962, p. 47) Appl. author: Young & Rubicam, Inc. © 31Jan62; KK165056.

The only convertible that gives you a sofa designed to look like a sofa, plus a bed that sleeps like a bed. Hide-A-Bed. (In Ladies' home journal, Sept. 1960) Appl. author: McCann-Erickson, Inc. © 25Aug60; KK166971.

SIMONIZ CO. ©

Master wax, Permacrylic floor wax. Contents 14 fl. oz. © 29Sep61; KK164435.

SIMPLICITY PATTERN CO., INC. ©

Blouse, 3745; one yard skirt with a young look, 4106, simple-to-make. Newberrys. Poster. © 1Jan62; KK165224.

Coat-and-dress costume as shown in Everywoman's family circle. 4300. Poster. © 1Dec61; KK164283.

SIMPLICITY PATTERN CO., INC.-Con.

Easter parade fashions. 4395.
Poster. © 1Feb62; KK164848.
Modern miss, the magazine for home economics students. 4274. Poster.
© 1Jan62; KK165226.

Mother, 4432; daughter, 4459.
(Poster) © 1Mar62; KK165107.

New color-packed summer issue in handy digest size on sale here for only 50¢. Simplicity, the fashion magazine for women who sew. 4423.
Poster. © 1Apr62; KK165846.

New spring issue on sale here. Simplicity, the magazine for women who sew. Poster. © 1Jan62; KK165228.

News: jiffy dress, easy-cut, easy-sew. 4429. (Poster) © 1Mar62; KK165108.

Perfect-fit proportioned spring suit, 4308. Poster. © 1Jan62; KK165223.

Proportioned dress, 4297. Poster. © 1Jan62; KK165222.

Proportioned suit, 4308; short, medium, tall. Poster. © 1Jan62; KK165227.

Simple 'n' sassy blouse wardrobe. 4476; 4485; 4464. Poster.

© 1Apr62; KK165849.

Simple to make. 4469. Poster. © 1Apr62; KK165848.

Simple-to-make blouse of the year. 4464. (Poster) © 1Mar62; KK165109.

Simplicity. 4022. Poster.

© 1Feb62; KK164849.

Simplicity. 4497; 4460. Poster. © 1Apr62; KK165847.

Smash hit, the star's blouse.

4485. Poster. © 1May62; KK166259.

Smocked button-trimmed & quilted pillows. 4545. 50¢. Poster. © 1May62; KK166258.

Smocked, pleated, corded pillows, each 1 yard or less, 36" fabric. 4515. (Poster) © 1Mar62; KK165106.

Think spring, think print. 4252, proportioned sheath. Poster. © 1Dec61; KK164284.

2-piece dress in proportioned sizes. 4378. © 1Jan62; KK165229.

Your fabrics sell on sight, seen through Simplicity's new acetate fashion-fabric posters. © 1Jan62; KK165225.

SIMPSON TIMBER CO. ©

Look what you can do with your garage. © 15Jan62; KK164689.

SING 'N LEARN RECORD CO. ©

Sing 'n learn. © 18Dec61; KK164011.

SINGER MANUFACTURING CO. ©

The most efficient and versatile overedgers ever built: Singer Class 246K machines. © 19Sep61; KK164969.

New Singer Class 262 high-speed, two-thread chainstitch machines. © 22Dec61; KK164968.

New Singer 246K52, latest in the great Singer line of overedgers. © 19Sep61; KK164966.

Singer 451KSV33, 451KSV43 with Man-Sew two-thread chainstitch attachment give you two-thread chainstitching at higher speeds. © 30Oct61; KK164964.

Singer new high-speed, dual-purpose 451K51, federal stitch type 301. © 9Feb62; KK164967.

Singer proudly presents one of the greatest advances in the history of sewing: the new Singer 270 button-sewer, featuring lockstitching without bobbin changes. © 13Oct61; KK164965.

Singer 16-188 single needle lockstitch machine. © 8Dec61; KK164963.

SINNIGEN (JAMES C.) & CO., INC. ©

Complete scientific career programming for business & professional men. © 9May62; KK166849.

SISTERS, SERVANTS OF THE IMMACULATE HEART OF MARY, MONROE, MICH.

God's plan of salvation in Christ. SEE Pius XII Religious Education Resource Center, Monroe, Mich.

SKOREY (MATT) INC. ©

Historical portraits. Andrew Jackson, seventh president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166481.

Historical portraits. Franklin Delano Roosevelt, thirty-second president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166482.

Historical portraits. George Washington, first president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166487.

Historical portraits. James Buchanan, fifteenth president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166489.

Historical portraits. James Monroe, fifth president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166486.

Historical portraits. Millard Fillmore, thirteenth president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166484.

Historical portraits. Thomas Jefferson, third president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166485.

Historical portraits. Ulysses Simpson Grant, eighteenth president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166490.

Historical portraits. Warren G. Harding, twenty-ninth president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166491.

Historical portraits. William Henry Harrison, ninth president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166483.

Historical portraits. William McKinley, twenty-fifth president. (Presidential series) Appl. author: J. Matt Skorey. © 2Jan62 (in notice: 1961); KK166492.

SMART LIVING STORES. ©

10-piece ensemble in elegant provincial. (In Chicago sun times, Jan. 21, 1962) Appl. author: M. P. Masser. © 21Jan62; KK165428.

SMETHPORT SPECIALTY CO. ©

Kid's quiz. Over 200 questions with electrically proven answers. © 18Apr62; KK166133.

Magna kit; builds hundreds of funny figures with the power dome and magnetic blocks. © 5Apr62; KK165898.

Three fuzzy faces. Model no.92. © 6Apr62; KK166349.

SMIRNOFF (STE. PIERRE) FLS.

Boston to Bermuda bon voyage. It leaves you breathless. [Endorsed by Dr. & Mrs. Noel Jackson] Vodka. (In Jet, Mar. 15, 1962, p.42-43) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 8Mar62; KK165249.

It's easy to make a Smirnoff screw-driver. (In Boston record American, Mar. 8, 1962, p.10) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 8Mar62; KK165411.

It's easy to make a Smirnoff vodka martini. (In Boston record American, Feb. 8, 1962, p.39) Appl. author: L. C. Gumbinner Advertising Agency, Inc. Appl. states prev. reg. KK163530. NM: new copy.

© Ste. Pierre Smirnoff FLS., division of Heublein; 8Feb62; KK165556.

It's easy to make a Smirnoff vodka martini. (In TV guide, Dec. 9-15, 1961, p.A-23) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 6Dec61; KK163530.

It's smart to serve Smirnoff in more ways than one. [Endorsed by Dorothea Towles] (In Ebony, Apr. 1962, p.97) Appl. author: L. C. Gumbinner Advertising Agency, Inc. NM: new copy. © Ste. Pierre Smirnoff FLS., division of Heublein; 18Mar62; KK165248.

Know what you drink, drink what you know. Straight vodka. (In Boston record American, Feb. 23, 1962, p.39) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 23Feb62; KK165555.

Never gamble with a stranger at a bar. - Our cowboy philosopher is Lonesome George Gobel. Vodka. (In The Saturday evening post, Mar. 3, 1962, p.7) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 27Feb62; KK165413.

New York socialite entertains; it leaves you breathless. Smirnoff, world's largest selling vodka. [Endorsed by Dorothea Towles] (In Jet, Feb. 8, 1962, p.42-43) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © St. Pierre Smirnoff FLS., division of Heublein; 1Feb62; KK165152.

Said the walrus to the carpenter: Your gimlet is sublime. Bert Lahr is the carpenter. Vodka. (In Life, Mar. 30, 1962, p.3 of cover) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 28Mar62; KK165973.

Smirnoff, there's a difference worth knowing; world's largest selling vodka. (In The Evening eagle and beacon, Wichita, Kan., Feb. 13, 1962, p.8A) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 13Feb62; KK165151.

There's a difference worth knowing. Straight vodka. (In Boston record American, Mar. 22, 1962, p.29) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 22Mar62; KK165410.

Washington party-go-round: Vodka was the toast of the evening. [Endorsed by Mrs. Marion Jackson] (In Jet, Mar. 1, 1962, p.42-43) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 23Feb62; KK165250.

SMITH (A. O.) HARVESTORE PRODUCTS, INC. ©

Forage from field into Harvestore in 20 minutes, a time study of a Harvestore haylage operation. (Bulletin MH-122) © 12Feb62; KK164630.

New Harvestore grain unit for storing and feeding high moisture grain. (Bulletin MH-124) © 5Jun62; KK166596.

Orbital feeding for cage layers, with Harvestore round-about cage layer system. © 15Mar62; KK165035.

Storage news, storage news; now with one low-cost Harvestore unit you can store and feed high moisture grain or store dry grain. © 4Jun62; KK166857.

SMITH, MARGOT W. ©
Sew your own gay Hawaiian pillows,
by Nani Lei. © 4Nov61; KK164237.

SMITH, MARGOT W. SEE Nani Lei.

SNOWHITE BAKING CO. ©
Jack Sprat has no fat. White en-
riched bread. Net wt. 1 lb. Appl.
author: KVP Sutherland Paper Co.
© 26Mar62; KK165321.

SNYDER'S BAKERY SERVICE, INC. ©
Buttermilk corn bread. Standard
loaf min. net wt. 15 oz.
© 11Dec61 (in notice: 1962);
KK165735.

SOCONY MOBIL OIL CO.
Mobil economy run demonstrates mileage
possible with highest megatane-rated
Mobil. Mobil premium. (In Daily
news, New York, Apr. 6, 1962, p.55)
© Mobil Oil Co. division of Socony
Mobil Oil Co., Inc. (in notice:
Socony Mobil Oil Co., Inc.); 6Apr62;
KK166781.

SOHIO. SEE Standard Oil Co. (Ohio)

SOUTHERN BAKERIES CO. ©
Compare Southern's million dollar
difference; look for the golden
wrap, new Tender-Mix Southern.
(In Fort Lauderdale news, Feb. 1,
1962, p.14-E) Appl. author:
J. E. B. Shi. © 1Feb62; KK164641.

Compare Southern's million dollar
difference; reach for the golden
wrap, new Tender-Mix Southern. (In
The Palm Beach post, Jan. 15, 1962,
p.8) Appl. author: J. E. B. Shi.
© 15Jan62; KK164642.

Famous Southern goodness quality now
blooms in a wonderful new line of
ready-to-serve Southern frozen baked
foods. (In Frozen food age, Nov.
1961, p.11-12) Appl. author:
J. E. B. Shi. © 1Nov61; KK164639.

First in Washington; no holes, no
leaks, no streaks. White enriched
bread. (In The Washington post,
Apr. 1, 1962, p.F31) Appl. author:
J. E. B. Shi. © 1Apr62; KK166442.

First with the finest in Washington;
compare. New Spin-Blended Southern
enriched bread. (In Washington
Afro-American, Apr. 3, 1962, p.3)
Appl. author: J. E. B. Shi.
© 3Apr62; KK166441.

New, reach for the golden wrap. New
Tender-Mix Southern enriched bread.
(In Fort Lauderdale news, Jan. 18,
1962, p.8-E) Appl. author:
J. E. B. Shi. © 18Jan62; KK164643.

Now in Miami, ready-to-serve frozen
cakes with famous Southern goodness
quality. (In The Miami herald,
Dec. 21, 1961, p.40-E) Appl. au-
thor: J. E. B. Shi. © 21Dec61;
KK164640.

SOUTHWEST GREASE & OIL CO., INC. SEE
P & J Equipment Co.

SOUTHWEST PRODUCTS, INC. ©
Anti-venom Sting-Away poison neutral-
izer. Net cont. 1-1/4 fl. oz.
Appl. author: Bruce D. Eyttinge.
© 10Jan62; KK163813.

SOWLE, WESLEY A.
Introducing Permapex, a new permanent
type crayon. © W. A. Sowle;
15Dec61; KK163724.

SPALDING (A. G.) & BROS., INC. ©
Tinker zoo, colorsafe plastic and
wood construction set. No.717.
51 pieces. © 20Jan62; KK165007.

Tinker zoo, colorsafe plastic and
wood construction set. No.727.
101 pieces. © 20Jan62; KK165006.

SPALDING (A. G.) & BROS., INC. TOY
TINKERS DIVISION. ©
Electric motor set, original Tinker-
Toy. No.166. © 28Mar62; KK165628.

SPECTRO-MATIC ASSOCIATES, INC. ©
Imagine the magic sound of color.
Color is music to the eye. Musical
spectrums album. (In Milwaukee
journal, Apr. 30, 1962, p. 18)
Appl. author: William R. Williams.
© 30Apr62; KK166716.

Paint a wall and change a room.
Rockcote paint, Spectro-matic
colors. Appl. author: William R.
Williams, Inc. © 10Sep61; KK165718.

SPE-DE-WAY PRODUCTS CO., INC. ©
Wood-Kote brush cleaner. 1 gallon.
Appl. author: Walter N. Sommer,
president. © 3Mar62; KK164804.

SPERRY & HUTCHINSON CO. ©
I'm dollars ahead, thanks to S&H
green stamps, says Mrs. Edward W.
Irish. (In Life, Feb. 15, 1960,
p.93) © 15Feb60; KK165868.

SPERRY RAND CORP. ©
Between pages 86 and 93 of this na-
tional medical journal, a team of
dermatologists revealed: Remington
shavers with adjustable roller
combs offer the safest close shave.
(In Look, Nov. 21, 1961, p.6)
Appl. author: Young & Rubicam, Inc.
© 14Nov61; KK164264.

The Christmas gift that shaves with-
out a cord. Remington Lektronic.
(In The Overseas family, Nov. 3,
1961, p.9. Frankfurt) Appl. au-
thor: Young & Rubicam, Inc.
© 30Oct61; KK164259.

Decisions, decisions, decisions; let
the dermatologists' report help you
decide which shaver to give him.
Lektronic. (In Life, Dec. 1, 1961,
p.13) Appl. author: Young & Rubi-
cam, Inc. © 29Nov61; KK164263.

The dermatologists' report reveals:
Remington shavers with adjustable
roller combs offer the safest close
shave. Lektronic. (In Nashville
banner, Oct. 31, 1961, p.14) Appl.
author: Young & Rubicam, Inc.
© 31Oct61; KK164260.

What is Mr. Claus giving Mrs. Claus?
A Lady Remington, of Claus. (In
McCall's, Dec. 1961, p.151 & 153)
Appl. author: Young & Rubicam, Inc.
© 21Nov61; KK164270.

SPIRATONE, INC. ©
The lens and closeup accessory spe-
cialists. 1962 Spirallite electronic
flash unit. (In U. S. camera, Apr.
1962, p.82-83) Appl. author:
S. Franklin Spira. © 1Mar62;
KK164875.

SPONGE SPECIALTIES MANUFACTURING CORP.
13 slices household sponge loaf.
Appl. author: Edward Hymowitz.
© Sponge Specialties a.a.d.o.
Sponge Specialties Mfg. Corp.;
20Mar62; KK166802.

SPORTS SPECIALTIES. ©
Currituck sounder. © 15Aug61;
KK164058.

SPRING AIR CO. ©
Extra-firm mattress sale; firm surface
on this side, gentler surface on
this side. Reversa-Firm deluxe
mattress. (In The Saturday evening
post, Feb. 13, 1960, p.127)
© 9Feb60; KK165269.

SQUIRT CO. ©
Happy-up your trip to the ABCB con-
vention with a visit to the Squirt
folks in booth 1030. (In Mid-
continent bottler, Nov. 1961, p.10B)
© 1Nov61 (in notice: 1960);
KK163726.

How dry I am. Squirt's the dry one.
(In Bottling industry, May 1, 1962,
p.20) © 1May62; KK166875.

I'm looking at the world through rose
colored glasses. (In Bottling
industry, Apr. 3, 1962, p.28)
© 3Apr62; KK166056.

Question: What does Squirt do to help
its bottlers get the lion's share
of the holiday, post holiday mix
business. (In Bottling industry,
Nov. 28, 1961, p.30) © 28Nov61;
KK163671.

Will they love me in December as
they do in May? (In Western
bottler, Feb. 1962, p.2 of cover)
© 2Feb62; KK166055.

STAMPIL, STANLEY.
U-Sav-It shopping reminder, price
recorder. SEE Dudek, Leonard H.

STANDARD OIL CO. (OHIO)
Everyone with a 1962 Ohio auto license
plate is automatically in the Sohio
\$250,000 jackpot. (In The Plain
dealer, May 11, 1962, p.36) Appl.
author: McCann-Marschalk Co., Inc.
© Sohio, a.a.d.o. Standard Oil Co.
(Ohio); 11May62; KK166107.

STANDARD OIL DIVISION, AMERICAN OIL CO.
SEE American Oil Co. Standard Oil
Division.

STANDARD PRODUCTS CO., INC. ©
Stapco cat food. Net wt. 15 ozs.
© 26Jan62 (in notice: 1961);
KK164705.

STANLEY BUILDING SPECIALTIES. ©
Model 49, A vent & B vent, heavy-duty
aluminum, vent lock awning windows
with exclusive self-locking vents.
© 27Nov61; KK164296.

Models 74 and 75 two track aluminum
rolling glass patio doors.
© 1May62; KK166271.

Models 69 and 73 aluminum rolling
glass patio doors. © 13Nov61;
KK164298.

Models 21 & 31 sliding windows.
© 4Dec61; KK164297.

STANLEY HOME PRODUCTS, INC. ©
30th anniversary hostess contest.
(In Good housekeeping, Feb. 1962,
p.150) © 18Jan62; KK163984.

STAR-KIST FOODS, INC. ©
Chunk light tuna. Net contents:
6 1/2 oz. NM: revision. © 31Jan62
(in notice: 1961); KK166960.

Enter the 2nd annual Star-Kist tuna
\$1000 a day sweepstakes. (In
Chicago daily tribune, Mar. 9,
1962, pt.4, p.2) Appl. author:
Leo Burnett Co., Inc. © 9Mar62;
KK164882.

STEPHENS (CHARLES A.) CO. ©
Installation instructions, stained
glass window murals. Appl. author:
Charles A. Stephens. © 1Aug61;
KK165571.

STETSON (JOHN B.) CO. ©
What is a hat? (In Men's wear,
Mar. 23, 1962, p.3) Appl. author:
Arndt, Preston, Chapin, Lamb &
Keen, Inc. © 23Mar62; KK166037.

STEWART, FRANK D. ©
Pecan honey. Net weight -- oz.
© 2Jan62; KK164170.

STIEFEL LABORATORIES, INC. ©
The acne cleanser with a college
education; Bravol. (In Student
medicine, Feb. 1962, p.4 of cover)
© 2Mar62 (in notice: 1961);
KK164868.

STILLER, WILLIAM B. ©
QuiKey key holder; one hand magic.
© 2Jan62; KK163994.

QuiKoin coin holder. © 2Jan62;
KK163993.

QuiKoin, the original and the finest
squeeze type coin holder. No.2000
standard oval. Appl. states prev.
reg. KK157079. NM: revision of
text & format. © 2Jan62; KK164084.

STOLL PACKING CORP. ©
Flavor-smoked sliced bacon. Net wt.
1 lb. © 13Nov61; KK164776.

STORZ BREWING CO. ©

You can taste the difference and you'll like it. Premium beer. (In Cedar Rapids gazette, May 29, 1962, p.10) © 29May62; KK166899.

STOW MANUFACTURING CO. ©

Complete line of concrete construction equipment. (Bulletin 6111) Appl. author: Clarence F. Hotchkiss, Jr. © 2Jan62; KK164416.

Porto-Screed one man adjustable amplitude twin beam vibrating screed. Model PS. (Bul. 624) Appl. author: Clarence F. Hotchkiss, Jr. © 25Apr62; KK165852.

STRAUSS, E. ©

Monthly yellow coin list, April 1962. (No.627D) © 1Apr62; KK165703.

Monthly yellow coin list, May 1962. A complete list of United States coins, 1793-1962. (No.628E) © 1May62; KK166344.

Yellow coin list, February, 1962. A complete list of United States coins, 1793-1962. No.625B. © 1Feb62; KK164373.

STREET (R. R.) & CO., INC. ©

Q.: How does your drycleaning differ from the coin-ops? (In The National cleaner, Feb. 1961, p.5) Appl. author: J. L. Mayberry. © 1Feb61; KK165810.

STUPID, INC. ©

Cinder-Ella notes. Twin-pack; 20 notes, 2 designs. © 2Jan62; KK165363.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC. ©

Yes, the high cost of goofing hurts, but don't forget gooflets can hurt, too. (In The New York times, Feb. 13, 1962, p.36) © 13Feb62; KK164557.

SUMMIT LABORATORIES.

Everyone wants a Hair Strate permanent. (In Ebony, Mar. 1960, p.93) © Hair Strate, Inc. d.b.a. Summit Laboratories; 27Feb60; KK165897.

SUMRALL, CURTIS. ©

It's new, lights with a match, no starter needed; Black Magic hardwood charcoal Brickettes. 5 lbs. net when packed. © 1May62; KK166409.

SUN OIL CO. ©

Basic research at Sun Oil Company. (A report on basic research at Sun Oil Company) Sunoco. (In Scientific American, Oct. 1961, p.83) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 25Sep61; KK165275.

Now under the traditional sign of quality and value, new 190, a new gasoline priced below regular. Sunoco. (In The Raleigh times, Jan. 8, 1962, p.18) Appl. author: William Esty Co. © 8Jan62; KK164460.

A report on basic research at Sun Oil Company. Sunoco. (In Scientific American, Nov. 1961, p.83) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 25Oct61; KK164825.

Sunoco transmission seal conditioner. 8 fl. ozs. © 8Oct59; KK165777.

SUNBEAM CORP. ©

New concept in frypan cookery. New Multi-Cooker frypan cooks up to a nine-pound roast. (In Ladies' home journal, Oct. 1961, p.148) © 28Sep61; KK164039.

Now, iron faster, easier than ever ... New concept in frypan cookery ... Real coffee, real fast ... New, mixing perfection. (In The Saturday evening post, May 13, 1961, p.70-71) © 9May61; KK164040.

SUNBEAM LIGHTING CO. ©

A new illumination concept, Centron 10. © 30Jan62; KK165631.

SUNKIST GROWERS, INC. ©

This bag contains only trademarked Sunkist lemons. 12 lemons. © 10May62; KK166757.

SUNLIGHT BAKERY, INC. ©

100% whole wheat. Standard loaf min. wt. 15 oz. © 26Apr62; KK165851.

SUNRAY MID-CONTINENT OIL CO. DX SUNRAY OIL CO. SEE DX Sunray Oil Co.

SUPERGRO DIVISION, NORTHERN FIELD SEED CO. SEE Northern Field Seed Co. SuperGro Division.

SUPERIOR ELECTRIC CO. ©

Luxtrol automatic light control systems. (Case history, no.2: airports) © 19Mar62; KK165135.

New dual adapter superior 5-Way binding posts. © 23Mar62; KK165463.

New ECD series electronic Luxtrol light control. (Data sheet no.2) © 9Mar62; KK165022.

New electronic Luxtrol light control, type SBD500. © 7Mar62; KK165021.

New 400/800 cycle Powerstat variable transformers. (Bulletin PHF562) © 23Mar62; KK165464.

New Luxtrol light control magnetic amplifier, TMR series. (Data sheet no.1) © 9Mar62; KK165020.

New miniature superior 5-Way binding posts. © 23Mar62; KK165466.

New packaged Luxtrol light control equipment. (Bulletin L162P) © 9Mar62; KK165023.

New solid-state, semiconductor Stabiline automatic voltage regulator, type XR2500. © 23Mar62; KK165469.

1961 report. © 8Mar62; KK165024. Powerstat variable transformers; new D series, 1156D, 1256D. (Bulletin P6256) © 23Mar62; KK165470.

Product guide for precision products of the Superior Electric Company. © 18Dec61; KK164702.

Pulse-to-step Slo-Syn translator, types ST-250 and ST-1000. (Bulletin SS361-1) © 23Mar62; KK165468.

Slo-Syn product guide. Synchronous motors. © 8Dec61; KK164701.

Solidstat variable voltage controls. (Bulletin CSR462) © 23Mar62; KK165467.

Stabiline automatic voltage regulator, for 400 cycle applications, type EMTH41007MH. © 23Mar62; KK165465.

Stabiline new dc regulator control, type CB5001. © 22Mar62; KK165136.

SUPERIOR PLASTICS, INC. ©

The mighty molar; visible human tooth assembly kit. (How we live, no.6 in a series) © 12Jan62; KK164148.

The visible pumping heart. 4200:300. © 1May62; KK166381.

SUPREME STEEL EQUIPMENT CORP. ©

Shelf filing, drop filing; both in roll out Conserv-A-File, by Supreme. (In Modern office procedures, Sept. 1961, p.63) © 1Sep61; KK163594.

Shelf filing, drop filing; both in roll out Conserv-A-File, by Supreme. (In The National stationer, Sept. 1961, p.59) © 1Sep61; KK163595.

SWIFT & CO. ©

Let your dog choose his own food, blindfolded; he'll pick Pard because all the meat is beef. (In Parade, Feb. 18, 1962, p.15) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 18Feb62; KK164878.

SWIVILIER CO., INC. ©

The first name in adjustable lighting. (Bulletin no.160) © 1Mar62; KK165409.

TBC. SEE Borden Co.

TCKC. SEE Chun King Corp.

T-N CO. SEE Tailby-Nason Co., Inc.

TNP CO. SEE Northwest Paper Co.

T. P. C. SEE Pillsbury Co.

T.P. CO. SEE Tropical Paint Co.

TRB CO. SEE Timken Roller Bearing Co.

TAILBY-NASON CO., INC. ©

Betadine solution, antiseptic germicide. Contents: 5 gallons. © 5Jan62; KK164767.

Betadine solution, antiseptic-germicide 3X concentrate. Contents: 1 gal. 3X concentrate. © 15Jan62; KK164956.

TAIT MANUFACTURING CO. ©

Excellence in products, excellence in services; that's the Rapidayton combination. (In The Journal of plumbing, heating & air conditioning, Apr. 1962, p.8-9) © 10Apr62; KK166403.

Excellence in Rapidayton jets. (In Supply house times, Apr. 1962, p.85) © 10Apr62; KK166375.

Excellence in submersibles, excellence in services; that's the Rapidayton combination. (In Water well journal, May 1962, p.16-17) © 10May62; KK166452.

Only a Rapidayton motor is good enough for a Rapidayton submersible pump. (In Domestic engineering, Apr. 1962, p.51) © 10Apr62; KK166374.

TARTAGLIA IMPORTS. ©

Magic viewer. 18 pictures in each viewer. Appl. author: Mario N. Tartaglia. © 3Jan62; KK164742.

TAVERN PRODUCTS CO. ©

Quinine water. Contents 10 fluid ozs. Appl. author: Garwick & Schneirow. © 11Feb59; KK165885.

TAYLOR, BRUCE R.

Memories of my first haircut. Envelope. © Bruce R. Taylor & Robert B. Yost; 22Jan62; KK164064.

TAYLOR, DANIEL M. ©

My town, U.S.A. Map & plan. © 14Feb62; KK165530.

TAYLOR & GREENOUGH CO. ©

Vinyl plaques for boats identifying controls. Appl. author: William R. Greenough. © 28Feb62; KK164550.

TEACH RECORDS.

Listen your way to a better Sunday School. Album no.1: Basic teacher training. 9 record sleeves. © Teach Records, a division of Gospel Light Publications; 15Jan62; KK166609.

TECHNICAL MATERIEL CORP. ©

Antenna terminators and dummy loads. Models TER DA-199/U. (Sales service bulletin no.8009) Appl. author: Ray dePasquale. © 12Dec61; KK163710.

General purpose transmitter, TMC model GPT-40K-A. (Technical bulletin, no.1009) © 2Feb62; KK165398.

General purpose transmitter, TMC model GPT-200K. (Technical bulletin, no.1014) © 20Feb62; KK165400.

General purpose transmitters, TMC model GPT-10K. (Technical bulletin, no.1008) © 13Feb62; KK165405.

General purpose transmitters, TMC models GPT-1K. (Sales service bulletin no.1002) Appl. author: Ray dePasquale. © 7Nov61; KK163711.

1 kw multi-channel transmitter, TMC model MCT-1K. (Preliminary technical bulletin, no.1010) © 10Jan62; KK164061.

Sideband converters, TMC models SBC. (Technical bulletin, no.4003) © 27Feb62; KK165403.

T

T.A.H.C. SEE Avalon Hill Co.

Sideband transmitting series, TMC models SBT-350. (Technical bulletin, no.1003) © 24Jan62; KK164060.

Speech processing unit, TMC model SPU-1. (Technical bulletin, no.2026) © 15Feb62; KK165401.

Synthesized general purpose transmitter, TMC model GPT-40KE. (Technical bulletin, no.1006) © 9Feb62; KK165399.

Synthesized general purpose transmitter, TMC models GPT-10K-R and GPT-10K-AC. (Technical bulletin, no.1005) © 17Jan62; KK164059.

Tone telegraph terminal, TMC model TTM-2-(). (Technical bulletin, no.5009) © 22Jan62; KK165402.

Transmitting antenna coupler series, TMC models TRC. (Technical bulletin, no.8015) © 10Jan62; KK165404.

TECHNICAL WIRE PRODUCTS, INC. © There oughta be a law against it. © 6Nov61; KK164006.

TEIGMAN, JOSEPH. Featuring fur storage. © J. Teigman; 8Jan62; KK163721. A spring fur in your future. © J. Teigman; 8Jan62; KK163720.

TELESCOPE FOLDING FURNITURE CO., INC. © Telescope '62. Rattan group. © 10Nov61; KK165271.

TEMPIL CORP. © You can depend on Tempilaq temperature indicating coatings. (In Physics today, Nov. 1961, p.1) © 13Nov61; KK164429.

TEMPLE/MORGAN ENTERPRISES, INC. © Be prepared. Folger's doorbell ringing quiz. Coffee. Large banner. Appl. authors: Robert C. Temple & Raymond R. Morgan, Jr. © 8Jan62; KK165923.

Be prepared. Folger's doorbell ringing quiz. Coffee. Small banner. Appl. authors: Robert C. Temple & Raymond R. Morgan, Jr. © 8Jan62; KK165925.

Be prepared. (Folger's doorbell ringing quiz be prepared leaflet) Folger's coffee. Appl. authors: Robert C. Temple & Raymond R. Morgan, Jr. © 8Jan62; KK165922.

The Folger Coffee Co. Congratulations. (Folger's doorbell ringing quiz congratulations leaflet) Appl. authors: Robert C. Temple & Raymond R. Morgan, Jr. © 8Jan62; KK165921.

Folger's doorbell ringers are back. Folger's doorbell ringing quiz. Coffee. Shelf card. Appl. authors: Robert C. Temple & Raymond R. Morgan, Jr. © 8Jan62; KK165926.

Sorry you were not at home. (Folger's doorbell ringing quiz sorry leaflet) Folger's coffee. Appl. authors: Robert C. Temple & Raymond R. Morgan, Jr. © 8Jan62; KK165924.

TERRY TUCK, INC. © Tuck-Around; form fitting terry sarong. © 1Apr62 (in notice: 1961); KK165766.

TWELES (L.) SEED CO. © Executive lawn seed. Net wt. 5 lbs. © 11Oct61 (in notice: 1962); KK164234.

Mark V lawn spreader. © 12Feb62 (in notice: 1961); KK164663.

Nu-Turf lawn fertilizer. Net weight 13-1/2 lbs. © 15Nov61 (in notice: 1962); KK163807.

Sport lawn seed, Nu-Turf. Net wt. 5 lbs. © 26Oct61 (in notice: 1962); KK163808.

T Tweles crabgrass killer. Net weight 6-1/2 lbs. © 15Nov61 (in notice: 1962); KK163806.

TEXAS GAS TRANSMISSION CORP. © Growth, the phenomenal progress of the natural gas industry. Illus.: Giant

trenching machines typify the burgeoning growth experienced by gas pipelines over the past decade. Signed: Steve Chan. (In U. S. news & world report, May 21, 1962, p.93) Appl. author: Bozell & Jacobs, Inc. © 14May62; KK166278.

Service is the hallmark of the natural gas industry. (In U. S. news & world report, Mar. 5, 1962, p.56) Appl. author: Bozell & Jacobs, Inc. © 26Feb62; KK165008.

Vision. Men of vision are constantly perfecting new ways to serve the nation through advanced applications of natural gas technology. (In Forbes, June 15, 1962, p.65) Appl. author: Bozell & Jacobs. © 15Jun62; KK166929.

TEXBORO CABINET CORP. © Formarble. © 3Mar62; KK165527.

TEXON, INC. © The right shoe feels better, longer. (In Sports illustrated, Mar. 12, 1962, p.56) Appl. author: Albert L. Gibney, Inc. © 8Mar62; KK165134.

The right shoe feels better, longer. Texon, the innersole that breathes. (In Glamour, May 1962, p.185) Appl. author: Albert L. Gibney, Inc. © 22Apr62; KK165756.

Smooth sailing, smooth comfort. Texon, the innersole that breathes. (In Parents' magazine & better homemaking, May 1962, p.104) Appl. author: Albert L. Gibney, Inc. © 25Apr62; KK165707.

You can feel the difference. Texon, the innersole that breathes. (In Playboy, May 1962, p.133) Appl. author: Albert L. Gibney, Inc. © 17Apr62; KK165706.

TEX-VIT MANUFACTURING CO. © Delta-Ject type-R; packaged, duplex, pneumatic ejector stations. (Bulletin D-J-62) Appl. author: John Greene. © 15Mar62; KK165492.

Duplex Eject-All. Packaged, dual capacity pneumatic ejector station. (Bulletin DEJA-S-62) Appl. author: John Greene. © 15Mar62; KK165493.

Ellipto-Ject, type-R; packaged, simplex, pneumatic ejector stations. (Bulletin E-J-62) Appl. author: John Greene. © 15Mar62; KK165490.

Packaged pump stations; fully assembled, factory-tested, ready to install. (Bulletin no.PS-62) Appl. author: John Greene. © 5Apr62; KK165494.

Simplex Eject-All; fully-packaged, factory-assembled pneumatic ejector station. (Bulletin SEJA-S-62) Appl. author: John Greene. © 15Mar62; KK165491.

THANOS, STEVAN D. The real McCoy. SEE Liebmann Breweries, Inc.

THERATRON CORP. © Exploring therapeutic electronics with new products for international markets. (In Minneapolis Sunday Tribune, Upper Midwest future ed., Jan. 7, 1962, p.22) © 7Jan62; KK164769.

Exploring therapeutic electronics with new products for international markets. Theratronic muscle activator. (In St. Paul pioneer press, Jan. 14, 1962, section B, p.10) © 14Jan62; KK165985.

THOM, ROBERT. Great moments in medicine. SEE Parke, Davis & Co.

THOMAS (ARTHUR H.) CO. © Scientific apparatus, March 1962. Thomas-Ogg safety igniter. Appl. author: Joseph A. McNeilly. © 5Mar62; KK164785.

THOMAS, EUGENE G. © Mister Chips. © 17Feb61; KK164053.

3M CO. SEE Minnesota Mining & Manufacturing Co.

TIFFANY STAND CO. © Something new has been added to the Tiffany Jr., model 7711. This new spring-type corner clamp achieves added rigidity. Appl. author: Padco Advertising Co. © 30Mar62; KK165313.

TIMELY PRODUCTS CO. © Slide-align circuit drawing template. No.73. Appl. author: G. B. Wiley. © 28Feb62; KK165156.

TIMKEN ROLLER BEARING CO. © America's largest air transport; Fokker F-32. (In The Wall Street Journal, Midwest ed., Jan. 31, 1962, p.9) Appl. author: Batten Barton Durstine & Osborn, Inc. © 31Jan62; KK164601.

Another problem solved by Timken fine alloy steel. Launching pad for Saturn's 1,500,000 pounds thrust. (In Business week, June 9, 1962, p.24) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Jun62; KK166863.

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It won't even stop for a Saturday night bath. Construction equipment. (In Business week, May 5, 1962, p.23) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5May62; KK165987.

Maxwell, the power for any hill, the style for any occasion. (In U. S. news & world report, Jan. 8, 1962, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Jan62; KK163864.

The new 1920 Russell, a very well behaved tractor. (In The Wall Street Journal, NW ed., Feb. 14, 1962, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Feb62; KK164793.

The 1910 Hupmobile, guaranteed for life. Everything's changed but the name on the bearings. (In D. A. C. news, May 1962, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May62; KK166102.

Quality turns on Timken tapered roller bearings. (In D. A. C. news, Feb. 1962, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb62; KK164459.

The trolley car you have been waiting for. (In U. S. news & world report, Mar. 5, 1962, p.7) Appl. author: Batten Barton Durstine & Osborn, Inc. © 5Mar61; KK164602.

Truly one of the wonders of modern transportation, Selden 5-Ton. (In The Wall Street Journal, MW ed., Feb. 28, 1962, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Feb62; KK164794.

What makes Timken fine alloy steel so special? (In Materials in design engineering, May 1962, p.140-141) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5May62; KK166071.

TIPSTICK MANUFACTURING CO. Tipstick shapes the lips. © Richard B. Mueller & Margery C. Mueller d.b.a. Tipstick Manufacturing Co.; 9Jun61; KK163952.

TIRES, INC. © Annual sale of genuine factory seconds. (In Daily news, Feb. 8, 1962, p.74-75) © 8Feb62; KK164332.

TOM, KING C. SEE United Plastics Co.

TOMPKINS' LABEL SERVICE. © Pres-to-Mark model A1. © 16Apr62; KK165576.

TONGUE, BROOKS & CO. ©
Time to check the insurance on your boat. (The insurance corner, no. 635) (In The Morning sun, Baltimore) © 2May62; KK166119.

TOPIC PRODUCTS, INC. ©
Car Shoe Cleaner. Appl. author: Kenneth J. Crook. © 12Dec61; KK163552.
Keep your car floor clean; Car Shoe Cleaner. Appl. author: Kenneth J. Crook. © 12Dec61; KK163556.

TOP-WIP, INC. ©
Fashion wip, instant whipped cream. Net 7 fluid ozs. © 23Jan62; KK164418.

TOURBOOKS. ©
Cruise guide of San Francisco Bay with spectacular photos of Alcatraz. Appl. author: Dick Stuse. © 1Sep61; KK166223.

TOY TINKERS DIVISION, A. G. SPALDING & BROS., INC. SEE Spalding (A. G.) & Co., Inc. Toy Tinkers Division.

TRANS WORLD AIRLINES, INC. ©
TWA adventures in Europe. Brochure. (In Holiday, Mar. 1962) Appl. author: Foote, Cone & Belding. © 15Feb62; KK165259.
A trip to Europe can change your whole life, by Dave Garroway. TWA adventures in Europe. (In The Reader's digest, Apr. 1962, p. 40-41) Appl. author: Foote, Cone & Belding. © 25Mar62; KK165939.

TREASURE ISLAND SALES CO.
Buccaneer bay lime cologne. No. 402. 4 fl. oz. Appl. author: Port Studios. © House for Men, Inc. d.b.a. Treasure Island Sales Co.; 26Feb62; KK165626.
Upper Deck cologne. No. 302. 4 fl. oz. Appl. author: Port Studios. © House for Men, Inc. d.b.a. Treasure Island Sales Co.; 26Feb62; KK165627.

TRIDENT ENGINEERING ASSOCIATES, INC. ©
This is Trident Engineering Associates, Inc. Brochure. © 26Oct61; KK164490.

**TRI-STATE ENGINEERING CO. SEE Wire-
Tex Corp.**

TROMMER BREWING CO. ©
Red letter beer, new, low-calorie beer. A red-letter day for beer drinkers. (In New York Journal-American, Sept. 5, 1961, p. 7) Appl. author: Young & Rubicam, Inc. © 5Sep61; KK165073.

TROPICAL PAINT CO. ©
Cement bond; heavy duty. Appl. author: Ralph E. Meermans. © 3Apr62; KK165323.
Cure roof top fever and prolong the life of your roofs with Tropical Roof Coolerant. Appl. author: Ralph E. Meermans. NM: revisions. © 24May62; KK166905.

TURNER, LUIS A. ©
The licorice lariat and six gun. 18 feet of plum loco licorice. NM: revisions & additions. © 26Apr62; KK165966.

TURNER, LUIS ARTHUR. ©
The licorice lariat and six gun. 18 feet of plum loco licorice. © 17Feb62; KK164455.
Licrish lasso and six-shooter. 20 feet of larrupin good licorice. © 17Feb62; KK164454.

TURTLE WAX PLASTONE CO. ©
One waxing lasts up to one year; new Turtle Wax with sun-top. (In Life, July 13, 1959, p. 96) © 8Jul59; KK164744.

TUSSY, INC. ©
Full size Perma-Dew lipstick in a new petite case. (In Chain store age,

drug ed., Nov. 1961, p. 29) Appl. author: Young & Rubicam, Inc. © 10Nov61; KK164267.
Gives a girl's skin its dew all day, Tussy moisture lotion. (In Glamour, Jan. 1962, p. 94) Illus.: Signed: Morrow. Appl. author: Young & Rubicam, Inc. © 22Dec61 (in notice: 1962); KK164261.
New 2-step way to help a problem skin clear itself, Tussy Medicare. (In Modern screen, Jan. 1962, p. 8) Appl. author: Young & Rubicam, Inc. © 5Dec61 (in notice: 1962); KK164269.
Nothing much happens at midnight till you wear it. Midnight perfume. (In Harper's bazaar, Dec. 1961, p. 24) Appl. author: Young & Rubicam, Inc. © 1Dec61; KK164266.
Plants seeds that make little girls flower, Tussy Budding Beauty. (In The New Yorker, Dec. 9, 1961, p. 153) Appl. author: Young & Rubicam, Inc. © 7Dec61; KK164265.
Tussy parum, and just wait 'till she opens the bottle. Tres Jolie. (In Time, Nov. 24, 1961, p. 4) Appl. author: Young & Rubicam, Inc. © 21Nov61; KK164262.
Woos softness to skin that's dry as a bone, Tussy dry skin cleanser. (In McCall's, Jan. 1962, p. 41) Appl. author: Young & Rubicam, Inc. © 21Dec61 (in notice: 1962); KK164268.

20TH CENTURY-FOX TELEVISION, INC. ©
Margie, the game of whoopee. For ages 10 to adult. 4203. Milton Bradley Co. © 15Dec61; KK166084.

U

U. P. C. SEE United Plastics Co.

UDELL MANUFACTURING CO. ©
U-tube heat exchangers. Bulletin. © 2Jan62; KK164481.

ULMER PHARMACAL CO.
Ulcortar for resistant dermatoses. File card. Appl. author: Martin J. Loula, Jr. © Physicians & Hospitals Supply Co. d.b.a. Ulmer Pharmacal Co.; 9Jun61; KK164614.

UNCLE BEN'S, INC. ©
New, from Uncle Ben's: quick-cooking beans. Old-time beans in 1/3 the time. (In the News, Saginaw, Mich., Nov. 8, 1961, p. 7) Appl. author: Ted Bates & Co., Inc. © Uncle Ben's Rice, Inc. (in notice: Uncle Ben's, Inc.); 8Nov61; KK163562.
3 new rice mixes from Uncle Ben's. (New from Uncle Ben's) Long grain and wild rice mix. (In Passaic herald news, Jan. 10, 1962, p. 22) Appl. author: Ted Bates & Co., Inc. © 10Jan62 (in notice: 1961); KK164495.

UNION CARBIDE CORP. ©
The engine cooling system: trouble spots resulting from service neglect. Cooling system care pays. © 29Sep61; KK164044.

UNION SPECIAL MACHINE CO. ©
All new single needle lockstitch machines, class 63400. Appl. author: Arthur James Feigel. © 14May62; KK166268.
All-purpose blindstitch machine for pucker-free felling, style 150-1. Appl. author: Arthur James Feigel. © 22Jan62; KK165075.
Attach frill elastic for full stretch with style 39500 AM, fitted with Galkin attachment. Appl. author: Arthur James Feigel. © 9Apr62; KK165481.
Blindstitch hemming machines, styles 150-2 and 150-3. Appl. author: Arthur James Feigel. © 4Dec61; KK163548.

Blindstitch tacking machine, Lewis style 160-20. Appl. author: Arthur James Feigel. © 19Mar62; KK165232.
Bobbinless back tacking, single needle, plain feed machine. Style 51300 BV. Appl. author: Arthur James Feigel. © 12Feb62; KK164484.
Columbia curtain and drapery blindstitch machine, style 300-20 D. Appl. author: Arthur James Feigel. © 4Dec61; KK163547.
Columbia decorative stitching machines, class 100. Appl. author: Arthur James Feigel. © 21May62; KK166394.
Combination blindstitch machine for all materials. Style 300-20. Appl. author: Arthur James Feigel. © 22Jan62 (in notice: 1961); KK164247.
Flatseamer. Industry's newest, most advanced machine for flatseaming. Appl. author: Arthur James Feigel. © 26Dec61; KK164443.
Now, for the first time: bobbinless back tacker. Appl. author: Arthur James Feigel. © 19Mar62; KK165233.
Trouser cuff felling; Lewis style 150-5. Appl. author: Arthur James Feigel. © 12Mar62; KK164942.
Would you like to have tomorrow's equipment to produce today's goods? The new Union Special 63400 lockstitch. (Bulletin 600) Appl. author: Arthur James Feigel. © 4Jun62; KK166615.

UNIQUE COIN SERVICE, INC. ©
Lucky bonus dime saver. © 30Dec61; KK165570.

UNITED FILM CLUB, INC. ©
Free Kodak film. (In Photoplay, May 1962, p. 81 & insert) © 17Apr62; KK166347.
Free Kodak film; Kodacolor, black & white. (In Woman's day, May 1962, p. 80 & insert) © 10Apr62; KK166346.

UNITED FRUIT CO. ©
Chiquita premium bananas. Keeps days longer. © 8Jun62; KK166856.

UNITED MERCHANTS & MANUFACTURERS, INC. ©
Sculpture Con-Tact designer idea book. © 4Dec61; KK163561.

Smooth on the original self-adhesive decorative vinyl: Con-Tact, everything's new again. © 11Dec61 (in notice: 1962); KK163731.
This is your Con-Tact retail sales manual for fall 1962; Con-Tact, the original self-adhesive vinyl plastic. © 10Jun62; KK166989.
This is your Con-Tact retail sales manual for spring 1962; Con-Tact, the original self-adhesive vinyl plastic. © 11Dec61 (in notice: 1962); KK163560.

UNITED PARTS DIVISION, ECHLIN MANUFACTURING CO. SEE
Echlin Manufacturing Co. United Parts Division.

UNITED PLASTICS CO.
Chinatown, Chinese & American restaurant. Dragon & phoenix. © King C. Tom d.b.a. United Plastics Co.; 10May62; KK166534.

UNITED PUBLISHERS. ©
Lose 12 pounds the first 12 days. Quick reducing without hunger, by William B. Anderson. Appl. author: Stephen J. Trepac. © 20Nov61; KK163938.

U. S. ETHICALS, INC. ETHICA STANDARD DIVISION. SEE Ethica Standard.

U. S. MERCHANDISE MART, INC. ©
Sensational new way to buy; volume incentive purchasing plan for armed forces. (In Washington evening star, Jan. 26, 1962, p. B-2) Appl. author: Norman Bennett. © 26Jan62; KK164492.

UNITED STATES NEWS PUB. CORP. ©

To get it clearly, more than 1,225,000 important people depend on U.S. news & world report. (In Chicago daily news, May 14, 1962) © 14May62; KK166260.

U.S. PETROLEUM. ©

Now U.S. Petroleum Co. blending, the newest way to buy gasoline, offers you 7 blended fuels at 7 prices. © 11Apr62; KK165532.

UNITED STATES TOBACCO CO. ©

Daring new Skis, a new adventure in smoking. (In Life, Oct. 20, 1962) Appl. author: Donahue & Coe, Inc. © 18Oct61; KK166320.

UNITY SEWING SUPPLY CO., INC. ©

Kwik-O needle plates & material guides. © 29Dec61; KK164501.

UNIVERSAL PRODUCING CO. ©

All purpose dress bag. No.1433.

Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 3Feb59; KK166174.

All quilt, panel front, garment bag; jumbo size. No.1140. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 23Jan59; KK166525.

Card table cover. No.612. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 12Sep60; KK166423.

Christmas table cloth. No.1083. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 8Oct59; KK166504.

Clear storage garment bag; jumbo size. No.1103. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 29Jul59; KK166520.

Clear vinyl storage garment bag; jumbo size. No.1125. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 26Jan59; KK166529.

Deluxe electronic quilt ... garment bag. No.1212. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 22Jan59; KK166524.

Deluxe jumbo garment bag. No.1175. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 29Oct59; KK166527.

Deluxe suit bag. No.1432. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 3Feb59; KK166509.

Double bed fitted mattress cover. No.600. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 13Sep60; KK166421.

Double pocket dampener bag. No.75. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 22Apr60; KK166500.

Giant storage chest. No.560. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 31Mar60; KK166501.

It's new, shoe closet. No.310. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 5Jan59; KK166511.

Jumbo quilted embossed vinyl plastic garment bag. No.1145. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 28Oct57; KK166530.

Ladies quilted embossed shoe bag. No.309. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 9Feb59; KK166512.

Ladies shoe bag. No.210. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 20Feb59; KK166523.

Laundry and dampener bag. No.114. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 29May57; KK166516.

Live modern, use a crystal clear polyethylene plastic table cloth. 1001. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 14Aug59; KK166506.

Live modern, use an embossed polyethylene plastic table cloth. 1070. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 18Nov59; KK166505.

Mexican willow basket plastic clothes basket liner. No.20. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 20Mar57; KK166517.

New feature garment bag. No.1110. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 29Jan59; KK166521.

New, improved 42 inches long, deluxe quilted jumbo suit garment bag. No.1123X. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 22Jan59; KK166522.

New 1960 clothes basket liner. No.2. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 14Apr60; KK166502.

Pillow cover. No.607. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 27Oct60; KK166424.

Plastic clothes basket liner. No.8. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 2Jan57; KK166519.

Plastic clothes basket liner. 3-25. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 14Jul59; KK166510.

Protect your blankets, use Universal blanket bag. No.1365. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 11Jun57; KK166518.

Quilted vinyl card table cover. No.610. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 13Sep60; KK166422.

Stor-all. No.550. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 26Feb60; KK166503.

Sweater bag with flap closure for easy access. No.508. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 29May57; KK166514.

Sweater bag with zipper closure. No.509. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 29May57; KK166515.

Swirl stitch quilt jumbo 16 garment bag. No.1195. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 26May60; KK166513.

Taffeta embossed, all-quilted vinyl plastic ladies' shoe bag. No.6-X. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 28May55; KK162890.

This package contains one dress bag. No.1491. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 2Dec59; KK166508.

This package contains one suit bag. No.1490. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 1Dec59; KK166507.

Thrifty quilted embossed vinyl plastic garment bag. No.1146. This package contains one. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 28Oct57; KK166177.

Utility suit bag. No.1403. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 26Jan59; KK166497.

Washer load clothes hamper. No.6210. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 9Mar60; KK166499.

Washer load clothes hamper. No.6265. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 1Apr60; KK166498.

Window clear front ... garment bag; jumbo dress size. No.1200. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 28Jan59; KK166528.

UNIVERSAL PRODUCING CO. SEE Fashion Home.

UNIVERSAL SALES. ©

All overstock ordered sold at sacrifice prices: overstock liquidation sale, Elwyn's Ladies' Shop. Roll-up sleeve and suit blouses. (In Andrews County news, Jan. 7, 1962, p.6) Appl. author: O. J. Massie. © 7Jan62; KK164600.

V

VAN BOVEN, MARGARET. SEE Margy's Studio.

VAN VOGT, A. E. Itself. SEE Hoffman Electronics Corp.

VAN ZANDT, J. © Rosary guide. © 11Jan62 (in notice: 1961); KK166397.

VAN ZANDT, R. L. ©

It's fabulous, it's Uncle Van's. Be the proud owner of a fabulous Uncle Van's Pancake House. Brochure. © 27Apr62; KK165850.

Uncle Van's Pancake House. Napkin. © 25Feb62; KK165889.

Uncle Van's pancake houses. 32 different Uncle Van's authentic pancake recipes to select from. NM: new matter. © 28Jan62; KK164451.

VEL CO. ©

Glittering gold-plated key chain, for house and auto keys. Special offer 50¢ with this coupon. © 2Mar62; KK165442.

VERA. SEE Scarves by Vera, Inc.

VICTOR (A.) & CO., INC. ©

Your lucky number is no.37529. Dear friend, the number printed above is your lucky number for Victor's private lucky number sale. (Letter from president to friends) © 24Feb62; KK164714.

VIDEO ENGINEERING CO., INC. ©

TV Educator system. © 12Apr62; KK165662.

TV educator video console CCTV magnification system. © 12Apr62; KK165661.

VILLANE, MICHAEL P. SEE Dee & Vee Sales.

VISAN NUTRITIONAL LABORATORIES. ©

A good way of life. © 20Sep60; KK165274.

VISCO PRODUCTS DIVISION, MANDIST, INC. SEE Mandist, Inc. Visco Products Division.

VITAMIN PRODUCTS OF AMERICA, INC. ©

Vita-Chocs, children's chewable vitamins. 30 tablets. Appl. author: Raymond Anthony Joseph. © 9Oct61; KK164784.

VITASAFE CORP. ©

It feels so good to look pretty again. Bio-Rich formula beauty cream. (In Florida magazine (Orlando sentinel), Nov. 5, 1961, p.11-F) © Vitasafe Beauty Plan, division of Vitasafe Corp. (in notice: Vitasafe Corp.); 5Nov61; KK164031.

Why does Daddy sleep so much? Free supply high-potency capsules. (In Look, Feb. 2, 1960, p.12,15) NM: new matter. © 2Feb60 (in notice: 1959); KK165053.

VOLGER, JERRY. ©

Lourdes, prayers and processions at Our Lady's shrine. Theme records. © 15Dec61; KK166132.

VOLKSWAGEN, INC. ©

The most economical thing about the Volkswagen isn't the gas. (In The New Yorker, Nov. 18, 1961, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 16Nov61; KK164662.

VOLKSWAGEN OF AMERICA. ©

Advertisement for Volkswagen trucks. (In Newsweek, Nov. 20, 1961, p.65) Appl. author: Doyle Dane Bernbach, Inc. © 15Nov61; KK165914.

Amazing free offer. (In Newsday, Garden City, Apr. 24, 1962, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 24Apr62; KK165915.

VOLKSWAGEN OF AMERICA, INC. ©

And if you run out of gas, it's easy to push. (In Life, Mar. 9, 1962, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 9Mar62; KK165194.
Be the first on your block. (In Time, Mar. 16, 1962, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 16Mar62; KK165195.

Bigger inside, smaller outside. (In Sports Illustrated, Apr. 2, 1962, p.68-69) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar62; KK165962.

Boxcar. This is a Volkswagen truck. (In Commercial car journal, May 1962, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 11May62; KK166532.

15 years ago, this car was nothing to brag about. (In Life, Apr. 20, 1962, p.97) Appl. author: Doyle Dane Bernbach, Inc. © 19Apr62; KK165768.

How to tell the year of a Volkswagen. (In The New Yorker, Oct. 28, 1961, p.36) Appl. author: Doyle Dane Bernbach, Inc. © Volkswagen, Inc. (in notice: Volkswagen of America, Inc.); 26Oct61; KK163534.

How would you get at the stuff in front if the sides didn't come down? (In Practical builder, Jan. 1962, p.158-159) Appl. author: Doyle Dane Bernbach, Inc. © 5Jan62; KK164833.

It works both sides of the street. (In Nation's business, Mar. 1962, p.52) Appl. author: Doyle Dane Bernbach, Inc. © Volkswagen Trucks, Inc. (in notice: Volkswagen of America, Inc.); 1Mar62; KK165051.

It's a Volkswagen, sort of. (In Time, Feb. 9, 1962, p.37) Appl. author: Doyle Dane Bernbach, Inc. © 6Feb62; KK164674.

It's at its best when business is rotten. (In Cleaning and laundry age, May 1962, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 4May62; KK166281.

Near as I can tell, somebody tried to put anti-freeze in it. (In American builder, Dec. 1961, p.10) Appl. author: Doyle Dane Bernbach, Inc. © Volkswagen, Inc. (in notice: Volkswagen of America, Inc.); 28Nov61; KK163920.

The 1962 1/2 Volkswagen. (In Life, Feb. 2, 1962, p.76) Appl. author: Doyle Dane Bernbach, Inc. © 1Feb62; KK164330.

Not a trace of shabbiness can be found anywhere on the car, says Road & track magazine. (In Look, May 22, 1962, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 8May62; KK166014.

Repeat very slowly: the Volkswagen is a big flat slab. (In American builder, Feb. 1962, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 2Feb62; KK164544.

Small back room for the gang. (In Electrical construction and maintenance, May 1962, p.189) Appl. author: Doyle Dane Bernbach, Inc. © 14May62; KK166282.

Some cleaners save \$400 a year right here. (In Cleaning and laundry age, Mar. 1962, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 6Mar62; KK165196.

This ad is 6 years late. (In Time, Nov. 17, 1961, p.4-5) Appl. author: Doyle Dane Bernbach, Inc. © Volkswagen, Inc.; 13Nov61; KK163922.

This station wagon seats 8, sometimes. (In Nation's business, May 1962, p.101) Appl. author: Doyle Dane Bernbach, Inc. © 1May62; KK166010.

The Volkswagen is the one in red. (In Time, Mar. 9, 1962, p.43) Appl. author: Doyle Dane Bernbach, Inc. © 9Mar62; KK164973.

The Volkswagen station wagon: you either love it or you hate it. (In Time, June 15, 1962, p.60-61) Appl. author: Doyle Dane Bernbach, Inc. © 13Jun62; KK166970.

We'd like to show you the 5,000,000th Volkswagen, but it's been sold. (In Ward's automotive yearbook 1962, p.124) Appl. author: Doyle Dane Bernbach, Inc. © 2Apr62; KK166464.

What are you staring at? Haven't you seen a station wagon before? (In Life, Apr. 27, 1962, p.96) Appl. author: Doyle Dane Bernbach, Inc. © 26Apr62; KK166011.

Why are the wheels crooked? (In Look, June 19, 1962, p.101) Appl. author: Doyle Dane Bernbach, Inc. © 12Jun62; KK166689.

Why deliver 1,600 lbs. nobody ordered? (In Newsweek, Nov. 6, 1961, p.35) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov61; KK163538.

Why don't they get together more often? (In Vend, Mar. 15, 1962, p.192-193) Appl. author: Doyle Dane Bernbach, Inc. © 8Mar62; KK165960.

VOLKSWAGEN TRUCKS, INC. SEE Volkswagen of America, Inc.

VOLKSWAGENWERK, A.G. ©

We'd like to show you the 5,000,000th Volkswagen, but it's been sold. (In Newsweek, Jan. 1, 1962, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 1Jan62; KK164327.

VOLUMES IN VALUES, INC. ©

Complete 114-pc. table setting includes dinnerware, glassware, and flatware. Marks Bros. (In Chicago sun-times, midwest section, June 24, 1962, p.4 of cover) Appl. author: Marks Bros. Jewelers, Inc. © 24Jun62; KK166973.

Decorator-styled, double-utility bookcase desk. (In Chicago Sunday sun-times, Feb. 18, 1962, p.20) Appl. author: Marks Bros. Jewelers, Inc. © 18Feb62; KK164539.

Extra super thick solid aluminum with star studded copper 2-tone seal-tight self basting covers. Waterless cookware. (In Chicago sun-times, June 17, 1962, p.20) Appl. author: Marks Bros. Jewelers, Inc. © 17Jun62; KK166853.

Gossip bench phone desk & bookcase. (In Chicago sun-times, Mar. 4, 1962, p.4 of cover) Appl. author: Marks Bros. Jewelers, Inc. © 4Mar62; KK164677.

VULCAN MOTOR PRODUCTS, INC. ©

Temperature senders. (Catalog 62-40) Appl. author: John H. Staub. © 26Jan62; KK164067.

W

W.A.S.P. CO. SEE Sheaffer (W. A.) Pen Co.

W. F. M. CO. SEE Wolverine Flexographic Manufacturing Co.

WPAT, RADIO STATION.

We got rhythm on WPAT. (In Daily news, New York, Jan. 18, 1962, p.61) © Radio Station WPAT (Capital Cities Broadcasting Corp.) (in notice: WPAT); 18Jan62; KK164823.

We know a fine way how to treat a Steinway at WPAT. (In Daily news, New York, Jan. 5, 1962, p.77) © Radio Station WPAT (Capital Cities Broadcasting Corp.); 5Jan62; KK164019.

Zing, go the strings of your heart, when you listen to WPAT. (In Daily news, New York, Jan. 1, 1962, p.47) © Radio Station WPAT (Capital Cities Broadcasting Corp.); 1Jan62; KK164020.

WTS PHARMACEUTICALS. ©

Athlete's foot; news of a simple treatment. Desenex. (In The Miami herald, Jan. 9, 1962, p.7-D) Appl. author: Chas. W. Hoyt Co., Inc. © 9Jan62; KK164125.

Desenex compounded with undecylenic acid, a standard athlete's foot treatment used by the U. S. Army. (In The Tampa tribune, Jan. 9, 1962, p.5-B) Appl. author: Charles W. Hoyt Co., Inc. © 9Jan62; KK164127.

You and your health; athlete's foot. (In Jacksonville journal, Jan. 9, 1962, p.4) Appl. author: Charles W. Hoyt Co., Inc. © 9Jan62; KK164126.

WANAMAKER, JOHN. ©

Don't be a snigglepuss; hurry to John Wanamaker's 2 big courtesy days. (In Philadelphia daily news, Feb. 9, 1962, p.13) Appl. author: C. Carroll Wyatt. © 9Feb62; KK164532.

John Wanamaker has everything. (In The Sunday bulletin, Apr. 29, 1962, p.11) Appl. author: C. Carroll Wyatt. © 29Apr62; KK165867.

WARNER BROS. PICTURES, INC. ©

Bugs Bunny. 70 pieces. (Whitman authorized jr. jigsaw puzzle, series no.301, no.4611:59) © 15Mar62; KK165694.

WARNER-LAMBERT PRODUCTS DIV. ©

Lots of pupils are absent because colds germs don't miss a day. Reach for Listerine. (In Parents' magazine, Oct. 1960, p.3) © 10Oct60; KK165230.

WARSHAFSKY, SONIA. SEE Caprice Co.

WATER WONDERLAND FOODS & GIFTS, INC. © 100% pure maple syrup. Contents one quart. Appl. author: Robert B. Huxtable. © 31Jan62; KK165562.

WATSON-ROOTER CORP. OF AMERICA. ©

Drain cleaner. Appl. author: Arnold W. Keturi. © 9Apr62; KK165489.

Root and fungus killer, for sewer lines. Appl. author: Arnold W. Keturi. © 9Apr62; KK165488.

WAUKESHA FRUIT PRODUCTS, INC. ©

Country's Delight ice cream, cherry-roon. Half gallon liquid. Appl. author: KVP Sutherland Paper Co. © 26Jan62; KK165920.

Ice cream, mint 'n choco-flake. Half gallon liquid. Appl. author: KVP Sutherland Paper Co. © 13Feb62; KK165919.

Ice cream, taffy apple. Half gallon liquid. Appl. author: KVP Sutherland Paper Co. © 2Feb62; KK165918.

Mocha fudge spin. By KVP Sutherland Paper Co. Half gallon liquid.
© 2Feb62; KK165553.

WAYNE KNITTING MILLS. ©

Because beautiful legs come in curves as well as lengths, we vary the width of Belle-Sharmer seamless. (In Vogue, Feb. 15, 1962, p.39) Appl. author: Josephine Walsh. © 15Feb62; KK164979.

15 seconds ago these two seamless stockings were pulled into puckers, the Belle-Sharmer has already regained its shape. (In The New Yorker, Apr. 7, 1962, p.137) Appl. author: Josephine Walsh. © 22Mar62; KK165426.

More stitches add strength to sheer-ness, that's why Belle-Sharmer seamless give you longer wear and firmer fit. (In The New Yorker, May 5, 1962, p.61) Appl. author: Josephine Walsh. © 5May62; KK166331.

Snags don't happen as easily when stockings fit as snugly as Belle-Sharmer seamless. (In The New Yorker, Mar. 3, 1962, p.61) Appl. author: Josephine Walsh. © 3Mar62; KK164982.

Surfside; if you can't wait for a sun-tan wear Surfside, the most tantalizing stocking shade. (In Vogue, Apr. 1, 1962, p.62) Appl. author: Josephine Walsh. © 1Apr62; KK165858.

WEAVER (W. R.) CO. ©

Accuracy, better vision for your .22 with a model B4 or B6 Weaver-Scope. (In Guns and hunting, May 1962, p.50) Appl. author: Thomas S. Duff. © 20Mar62; KK165834.

Better vision, easier aim, greater accuracy; Weaver-Scope. (In Guns, June 1962, p.9) Appl. author: Thomas S. Duff. © 1May62; KK166383.

For long range accuracy; continuously variable power 2-1/2X to 8X: V8. The world's most used, most proved scopes. (In Field & stream, Mar. 1962, p.97) Appl. author: Thomas S. Duff. © 19Feb62; KK164530.

Its power is variable, continuously, instantly. Variable power 2 1/2X to 8X, V8 Weaver-Scope. (In Field & stream, Feb. 1962, p.92) Appl. author: Thomas S. Duff. © 20Jan62; KK164069.

Model K4 Weaver-Scope, used by more hunters than any other scope. (In Field & stream, Apr. 1962, p.104) Appl. author: Thomas S. Duff. © 20Mar62; KK165294.

WEBER & HEILBRONER, INC. ©

Let's talk about Easter. Remember when your new Easter outfit consisted of the latest sailor suit complete with hat and whistle? (In The New York times, Apr. 2, 1962) © 2Apr62; KK165896.

WELCH GRAPE JUICE CO., INC. ©

Fiesta punch. A delightful fruit punch combining the refreshing flavor and goodness of concord grapes, oranges, lemons, grapefruit, pineapple. Net contents: one liquid quart. © 6Feb61; KK166845.

WELCO RO-SEARCH INDUSTRIES, INC. ©

Play it real cool in a pair of Welco Foamtread casuals. (In Esquire, June 1962, p.160) © 17May62; KK166396.

WELCO SHOE.

Here's what's new for '62. Squared-toe corduroy slipper. (In Boot & shoe recorder, Mar. 15, 1962, p.35) © Welco Shoe, a division of Welco Ro-Search Industries, Inc.; 15Mar62; KK165238.

It's fun to reduce the Funtread way. (In Mademoiselle, May 1962, p.93) © Welco Ro-Search Industries, Inc. (In notice: Welco Shoe, a division of Welco Ro-Search Industries, Inc.; 29Apr62; KK166395).

Once again, Welco brings you something that's out of this world. Foamtread Moon Base slippers, in the rocket package. (In Footwear news, Mar. 22, 1962, p.31) © 22Mar62; KK165239.

Welco brings you the real bonanza of the gold rush, the only gold sneakers with genuine leather outsoles. (In Boot and shoe recorder, Feb. 15, 1962, p.49) © Welco Ro-Search Industries, Inc. (In notice: Welco Shoe, a division of Welco Ro-Search Industries, Inc.); 15Feb62; KK164758.

WELLS FARGO BANK, SAN FRANCISCO.

First year; young couples who take these 6 steps early can save work, worry and years of hit-or-miss money management. (In San Francisco chronicle, Apr. 5, 1962, p.17) Appl. author: McCann-Erickson, Inc. © Wells Fargo Bank; 4Apr62; KK165433.

WERTHEIMER FRERES. ©

Now you can shower her with silver and gold, with new Evening in Paris gold and silver sets. (In The American weekend, Oct. 4, 1961, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 4Oct61; KK164735.

Surprise her with Little Lady toilettries. (In The American weekend, Oct. 25, 1961, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 25Oct61; KK164734.

This Christmas give No.5; every woman alive loves Chanel No.5. (In The American weekend, Sept. 27, 1961, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 27Sep61; KK164736.

WEST, PAUL B. ©

Country club living for senior citizens; the senior citizens co-operative community. Architect Paul B. West's Cedar Glen City. NM: photos & revisions. © 7Apr62; KK165497.

WEST END BREWING CO. OF UTICA, N. Y. ©

Introducing the new double Schultz pack, 2 full quarts of Utica Club beer. (In Buffalo evening news, Mar. 15, 1962, p.10) Appl. author: Doyle Dane Bernbach, Inc. © West End Brewing Co. (In notice: West End Brewing Co. of Utica, N. Y.); 15Mar62; KK165197.

Our beer is 50 years behind the times. Utica Club. [Group of men in saloon] (In The Times record, Troy, N. Y., Apr. 16, 1962, p.14) Appl. author: Doyle Dane Bernbach, Inc. © West End Brewing Co. (In notice: West End Brewing Co. of Utica, N. Y.); 16Apr62; KK165771.

Our beer is 50 years behind the times. Utica Club. [Group of men outside saloon] (In The Times record, Troy, N. Y., Apr. 5, 1962, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 5Apr62; KK165772.

Our beer is 50 years behind the times, and we're proud of it. [Group of men at bar in saloon] (In The Times record, Troy, N. Y., Apr. 2, 1962, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 2Apr62; KK165984.

WESTERN FISHING LINE CO. ©

New W-80 super monofilament for spinning or casting. (In Sports afield, Mar. 1960, p.2 of cover) Appl. author: David Lippey. © 1Mar60; KK165563.

WESTERN FROZEN SALES, INC. ©

Patio Pack Perfection brand 4 buttered beef steaks. Net weight 12 oz. Appl. author: Cecil E. Fuqua. © 23Mar62; KK165751.

WESTERN TABLET & STATIONERY CORP. ©

Circus cuties. Circus band design. (Ruled, 349-49-PS) Illus.: Signed: Ken. Moore. © 23Apr62; KK165879.

Circus cuties. Circus elephant & clown design. (Ruled, 349-49-PS) Illus.: Signed: Ken. Moore. © 23Apr62; KK165880.

Circus cuties. Clowns & balloon design. (Ruled, 349-49-PS) Illus.: Signed: Ken. Moore. © 23Apr62; KK165877.

Circus cuties. Clown's head design. (Ruled, 349-49-PS) Illus.: Signed: Ken. Moore. © 23Apr62; KK165878.

Circus cuties. Lion in cage design. (Ruled, 349-39-PS) Illus.: Signed: Ken. Moore. © 23Apr62; KK165875.

Circus cuties. Single clown with children design. (Ruled, 349-49-PS) Illus.: Signed: Ken. Moore. © 23Apr62; KK165876.

WESTGATE-CALIFORNIA CORP. ©

The first tuna in corn oil. Breast O' Chicken. (In Daily news, New York, Jan. 26, 1962, p.37) Appl. author: D'Arcy Advertising Co. © 26Jan62; KK164062.

The first tuna in corn oil gives you a new lighter, sweeter flavor. Breast-O-Chicken. (In Sunday news, New York, Jan. 7, 1962, coloroto magazine, p.33) Appl. author: D'Arcy Advertising Co. © 7Jan62; KK163723.

The first tuna in tasty vegetable broth; half the calories, all the fine flavor. Best O' Tuna. (In This week magazine (The Plain dealer) Jan. 21, 1962, p.19) Appl. author: D'Arcy Advertising Co. © 21Jan62; KK163940.

New, new; the first tuna in tasty vegetable broth; half the calories, all the flavor. Best O' Tuna. (In Newark evening news, Feb. 20, 1962, p.30) Appl. author: D'Arcy Advertising Co. © 20Feb62; KK164750.

New, new, the first tuna in tasty vegetable broth; no fatty oils, no salty brine. Half the calories, all the fine flavor. Best-O-Tuna. (In Paterson evening news, Jan. 30, 1962, p.16) Appl. author: D'Arcy Advertising Co. © 30Jan62; KK164107.

New, the first tuna in corn oil gives you a lighter, sweeter flavor. Breast-O-Chicken. (In Erie morning news, Feb. 7, 1962, p.11) Appl. author: D'Arcy Advertising Co. © 7Feb62; KK164413.

Now discover the lighter, sweeter flavor of the first tuna in corn oil. Breast O' Chicken. [Bottle, can & kernels of corn] (In This week magazine (Sunday bulletin, Philadelphia) Feb. 4, 1962, p.12) Appl. author: D'Arcy Advertising Co. © 4Feb62; KK164306.

Now discover the lighter, sweeter flavor of the first tuna in corn oil. Breast O' Chicken. [Fish holding ear of corn; can] (In Daily news, New York, Feb. 7, 1962, p.46) Appl. author: D'Arcy Advertising Co. © 7Feb62; KK164303.

WESTPORT SCULPTURES, INC. ©

Sculpture kit. (Directions for use of sculpture kit) © 23Apr62; KK165963.

WHITMAN PUB. CO. ©

The game of Farmer in the dell. No.4778. © 28Feb62; KK165116.

WHITMAN PUB. CO.-Con.

Kentucky Derby racing game. No.4636.
© 28Feb62 (in notice: 1961);
KK165114.

Tiny tot dolls. Cut-out clothes and
2 dolls with plastic stands.
No.4412. © 28Feb62; KK165115.

WICKMAN PHARMACEUTICALS. ©

Aqua-Lung, U. S. Divers Co., marine
formulation: Cotofilm, an antiseptic
waterproof spray coating for skin
irritations and abrasions. 5-1/2
ozs. net wt. © 9Jan62; KK165368.

WIEGAND (EDWIN L.) CO. ©

Heatflo electric lighter. 3 pc. gift
pak. Appl. author: Richard W.
Evans. © 20Oct61; KK164718.

WILKINS CO. ©

Now it is unanimous. K-Lens-M dis-
penser cabinet, the modern lens
cleaning station. (In National
safety news, Jan. 1, 1962, p.91)
Appl. author: Ralph R. Wilkins.
© 1Jan62; KK163818.

WILLIAMS, V. R. SEE Flame Manufac-
turing Co.

WILLMARK SERVICE SYSTEM, INC. ©

The Management Aid for supervisory
personnel. Appl. author: Robert M.
Bernstein. © 2Jan62; KK165808.

WILLNER, HARRY G.

Taco's Hacienda, Inc. NM: compila-
tion & revision. © Harry G. Will-
ner & Samuel L. Willner; 14Feb62;
KK164469.

WILLNER, MILTON J.

Mister Taco welcomes you. © Milton
J. Willner, sometimes known as
Milt Willner d.b.a. Mister Taco;
3Jul61; KK164902.

WILLNER, MILTON J. SEE Mister Taco.

WILLNER, SAMUEL L.

Taco's Hacienda, Inc. SEE Willner,
Harry G.

WILLOW BROOK CO. ©

Willow Brook Farms potatoes. 10 lbs.
net. © 12Dec61; KK164691.

WILSON JONES CO. ©

Q answer index. No.547-14 M.
5 divider sheets with clear tabs,
blank and printed subject inserts.
© 31Jan62; KK165836.

WING (L. J.) MANUFACTURING CO. ©

Safety and univent ventilating fans
by Wing. (Bulletin SUF-62)
Appl. author: Donald C. Huber.
© 24Apr62; KK165761.

WIRE-TEX CORP.

The completely different burner that
sells itself, the all new heavy-
duty Wire-Tex trash burner.
© Wire-Tex Corp., a subsidiary of
Tri-State Engineering Co.; 9Mar62;
KK166118.

WITTEK MANUFACTURING CO. ©

Sure-Tite stainless steel clamps.
© 19Jan62; KK163897.

WOLVERINE FLEXOGRAPHIC MANUFACTURING
CO. ©

Introducing Wolverine's electric eye
register control. (In Modern
packaging, Apr. 1962, p.115) Appl.
author: Kathleen E. Nagel.
© 22Mar62; KK165970.

WONDER SALES CO. ©

Ballard's formula; Wonder hair con-
ditioner, conditions hair for per-
manents. Appl. author: H. L. Bal-
lard. © 1Feb62; KK165370.

WOOD (J. R.) & SONS, INC. ©

Artcarved; choose the ring you'll
love for a lifetime. (In Modern
bride, spring 1960, p.27) Appl.
author: Batten, Barton, Durstine
& Osborn, Inc. © 15Jan60 (in
notice: 1959); KK165560.

Now, a beautiful new look in diamonds.
Artcarved evening star engagement
ring. (In Seventeen, Sept. 1959,
p.37) Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 1Sep59;
KK164485.

WOOD (W. C.) MANUFACTURING CO.

VPS venipuncture practice set.
© W. C. Wood d.b.a. W. C. Wood
Manufacturing Co.; 15Oct61;
KK164149.

WOOD-METAL INDUSTRIES, INC. ©

The trend is to Stylclass, the new
look in modern classroom furniture.
Appl. author: Foltz-Wessinger, Inc.
© 19Feb62; KK164538.

WOODY'S BAKING CO. ©

5 corny dogs; hot dogs on a stick.
Net weight 15 ounces. © 1Nov61;
KK164119.

WOOSTER PRODUCTS, INC. ©

Architctural file of Super-Grit and
Safe-Groove safety treads. Part 1
of three. Appl. author: Robert W.
Loos. © 5Feb62; KK164779.

Use and application of abrasive safety
treads and nosings. (Architctural
bulletin, no.205-S) Appl. author:
Robert W. Loos. © 15Mar62;
KK165188.

WRIGHT, WILLIAM L. SEE Real-Noka Co.

WYLER & CO. ©

Instant beef gravy ready mix. Net
weight 1 1/4 oz. © 10Jan62 (in
notice: 1961); KK165840.

Instant chicken gravy ready mix.
Net weight 1 1/4 oz. © 10Jan62
(in notice: 1961); KK165841.

Y

YALE & TOWNE MANUFACTURING CO. ©

Top performance on the turf, or on
the job. Trojan tractor shovels.
(In The American city, Apr. 1960,
p.2 of cover) © 1Apr60; KK165738.

YOGG & CO. ©

Happy Easter; bring the family for
dinner. Yellow calla lily design
table tent and/or advertising
piece. © 10Feb62; KK166366.

Now, a transparent menu jacket ele-
gant enough to be used in the
finest restaurants. © 20Dec61;
KK163847.

Outside catering in your home, school,
office or religious center. Brass
Hood restaurant. © 1Jun62; KK166775.

YOST, ROBERT B.

Memories of my first haircut. SEE
Taylor, Bruce R.

YOUR HOST, INC. ©

Beefburgers. They're 100% pure beef.
Appl. author: Robert S. Rismann Adv.
Agency, Inc. © 29May62; KK166806.

Besty'everet. Appl. author: Robert S.
Rismann Adv. Agency, Inc. © 29May62;
KK166807.

YOURS BY REQUEST, INC. ©

Cream of chicken with sauterne soup.
Net wt. 13 oz. © 14May62; KK166858.

Z

ZAYRE CORP. ©

Be chic, be lovely, be wise for the
look you love for spring. Fabulous
department store. (In Life,
Mar. 23, 1962, p.R11) Appl. au-
thor: Joseph M. Bernstein.
© 23Mar62; KK165213.

She went in to buy me a tie, and then
she saw those fashions at fabulous
Zayre. (In Life, Apr. 13, 1962,
p.R6) Appl. author: Joseph M.
Bernstein. © 13Apr62; KK165621.

ZEBCO DIVISION, BRUNSWICK CORP. SEE
Brunswick Corp. Zebco Division.

ZERO CORP. ©

As a hauler, I love that completely
automatic Zero bulk milk tank.
[Endorsed by Albert Wackerman]
(In Hoard's dairyman, May 25, 1962,
p.3 of cover) © 25May62; KK166861.

As a hauler, I love that completely
automatic Zero bulk milk tank,
says Albert Wackerman. (In Modern
milk hauler, May 1962, p.3 of cover)
Appl. author: Lloyd P. Duncan.
© 1May62; KK166944.

Only Zero automation gives you built-
in push-button clean-up. Completely
automatic bulk milk cooler. Appl.
author: Lloyd P. Duncan. © 27Feb62;
KK165948.

ZIEGLER (GEORGE) CANDY CO.

Ju Ju Drops, licorice flavored. Net:
2 1/2 oz. Appl. author: Milprint,
Inc. © George Ziegler Co. d.b.a.
Geo. Ziegler Candy Co.; 23Apr62;
KK166981.

Ju Ju Drops, licorice flavored. 26
boxes. Appl. author: Milprint, Inc.
© George Ziegler Co. d.b.a. Geo.
Ziegler Candy Co.; 23Apr62;
KK166979.

Ju Ju Sombreros, fruit flavored. Net:
2 1/2 oz. Appl. author: Milprint,
Inc. © George Ziegler Co. d.b.a.
Geo. Ziegler Candy Co.; 23Oct61;
KK166983.

Ju Ju Sombreros, fruit flavored. 26
boxes. Appl. author: Milprint, Inc.
© George Ziegler Co. d.b.a. Geo.
Ziegler Candy Co.; 23Oct61;
KK166980.

Ju Ju Stars, spice flavored. 26
boxes. Appl. author: Milprint, Inc.
© George Ziegler Co. d.b.a. Geo.
Ziegler Candy Co.; 23Apr62;
KK166978.

Ju Ju Stars, spiced flavored. Net:
2 1/2 oz. Appl. author: Milprint,
Inc. © George Ziegler Co. d.b.a.
Geo. Ziegler Candy Co.; 23Apr62;
KK166982.

ZIPPO MANUFACTURING CO. ©

How Zippo lighters are used in the
Friden sales training program.
© 13Dec61; KK165231.

RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

AMALGAMATED CLOTHING WORKERS OF AMERICA.
Union made shoulder pad. © 5Sep34;
Label 44622. Amalgamated Clothing
Workers of America (P); 19Feb62;
R291135.

AMERICAN BEVERAGE CO., INC.
ABC. © 10Apr35; Label 45770.
American Beverage Co., Inc. (P);
22Jun62; R296915.

AMERICAN CAN CO.
Ice cream. © 1Feb35; Label 45362.
American Can Co. (P); 15Jun62;
R296766.

AMERICAN TOBACCO CO.
Cocktail Hour. © 5Oct34; Label
45458. American Tobacco Co. (P);
19Apr62; R293840.

BORDEN CO.
Colonial mince meat. © 6Sep34;
Label 45221. Borden Co. (P);
10Apr62; R293590.

Early American pasteurized process
cheese. © 19Nov34; Label 45050.
Borden Co. (P); 22May62; R295834.

Maricopa brand irradiated evaporated
milk. © 31Aug34; Label 45703.
Borden Co. (P); 10Apr62; R293593.

None Such mince meat. © 5Sep34;
Label 45223. Borden Co. (P);
10Apr62; R293592.

Old Time New England mince meat.
© 28Aug34; Label 45222. Borden
Co. (P); 10Apr62; R293591.

Tee-Vee pasteurized creamery butter,
the cream of Tennessee Valley.
© 15Nov34; Label 45292. Borden
Co. (P); 22May62; R295833.

Tulip pasteurized pure creamery
butter. © 12Sep34; Label 44717.
Borden Co. (P); 23Apr62; R294002.

BRIEGEL, ESTHER M.
Dietetic products. © 22Dec34;
Label 45190. Esther M. Briegel
(P); 16Jan62; R288755.

COPPERWELD STEEL CO.
High-strength copperweld. © 22Apr35;
Label 46197. Copperweld Steel Co.
(P); 18May62; R295419.

COTTON CLUB BOTTLING CO.
Cotton Club. © 1Jan34; Label 44413.
Miller-Becker Co. d.b.a. Cotton
Club Bottling Co. (P); 2Jan62;
R288051.

DANT, WILLIAM WASHINGTON.
W. W. Dant 5 star special, a blend
of straight whiskies. © 20Oct34;
Label 45123. William Washington
Dant (P); 29Jan62; R289731.

DETROIT GLASS DEALERS ASSN.
Silverite. © 1Jun35; Label 46177.
Detroit Glass Dealers Assn. (P);
14Jun62; R297182.

DURRETT, ALBERT.
The real McCoy. © 17Oct34; Label
44862. Albert Durrett (P);
17Jan62; R289399.

DUTCHESS BAKERS' MACHINERY CO., INC.
Thomson vulta covering cement.
© 5Dec34; Label 45857. Dutchess
Bakers' Machinery Co., Inc. (P);
28Mar62; R293026.

GLENDONACH DISTILLERY CO., LTD.
Liqueur scotch whisky. © 16Mar34;
Label 43532. Glendronach Distillery
Co., Ltd. (P); 7Mar62; R291882.

GRANT (MCDONALD) & CO.
Speyside. © 21May34; Label 43904.
McDonald Grant & Co. (P);
12Mar62; R292117.

HANSEN'S (CHR.) LABORATORY, INC.
SEE Junket Folks.

HEUBLEIN, INC.
Ste. Pierre Smirnoff Fls. © 19May34;
Label 45754. Heublein, Inc. (P);
24Apr62; R294804.

Ste. Pierre Smirnoff Fls. © 23May34;
Label 45755. Heublein, Inc. (P);
24Apr62; R294805.

Ste. Pierre Smirnoff Fls. © 8Jun34;
Label 45756. Heublein, Inc. (P);
24Apr62; R294806.

Ste. Pierre Smirnoff Fls. © 29Dec34;
Label 45510. Heublein, Inc. (P);
24Apr62; R294800.

Ste. Pierre Smirnoff Fls. © 29Dec34;
Label 45577. Heublein, Inc. (P);
24Apr62; R294802.

Ste. Pierre Smirnoff Fls., Incor-
porated. © 29Dec34; Label 45511.
Heublein, Inc. (P); 24Apr62;
R294801.

Ste. Pierre Smirnoff Fls. No.21.
© 14Apr34; Label 45753. Heublein,
Inc. (P); 11Apr62; R294803.

HUGGINS-YOUNG CO., INC.
Huggins-Young. © 7Sep34; Label
44611. Huggins-Young Co., Inc.
(P); 29Mar62; R293107.

JUNKET FOLKS.
Junket. © 5Jun34; Label 45599.
Chr. Hansen's Laboratory, Inc.
d.b.a. Junket Folks (P); 9Mar62;
R292092.

LA ROSA (V.) & SONS, INC. THARINGER
MACARONI CO. SEE Tharinger Macaroni
Co.

LEWIS, D. B.
Cream Flake Krispetts. © 1Feb35;
Label 46225. D. B. Lewis (P);
24Apr62; R294128.

LINCO PRODUCTS CORP.
Linco for your wash, the housewife's
friend. © 17Jan35; Label 45312.
Linco Products Corp. (P); 9Feb62;
R290617.

LIPTON (THOMAS J.) INC.
Black & green mixed tea. Black &
green. © 15May35; Label 46414.
Thomas J. Lipton, Inc. (P);
22Jun62; R296921.

Coffee. Red & yellow. © 1Sep34;
Label 44927. Thomas J. Lipton,
Inc. (P); 22Jun62; R296922.

Eight individual tea bags. Red &
yellow. © 15May35; Label 46375.
Thomas J. Lipton, Inc. (P);
22Jun62; R296925.

Twenty individual tea bags. Yellow
& red. © 15May35; Label 46376.
Thomas J. Lipton, Inc. (P);
22Jun62; R296924.

MAIL-WELL ENVELOPE CO.
Certified envelopes. © 23Oct34;
Label 45658. Mail-Well Envelope
Co. (P); 5Mar62; R291895.

MAJOR FARMS, INC.
Saber. © 16Apr34; Label 46028.
Major Farms, Inc. (PWH);
21May62; R295534.

MILLER-BECKER CO. SEE Cotton Club
Bottling Co.

MURFIELD BROS.
Glaskote. © 12Sep34; Label 44688.
Murfield Bros., Ilo D. & Earnest C.
(P); 29Jan62; R289733.

NEMASKET SPRING WATER CO.
Cape Cod brand beverages. © 10Oct34;
Label 45071. Nemasket Spring Water
Co. (P); 31Jan62; R290371.

NEWELL MANUFACTURING CO., INC.
The Classic. © 18Oct34; Label 44880.
Newell Mfg. Co., Inc. (P); 4Jun62;
R296028.

NICHOLAS, ETTA L.
Sta Sweet. © 13Oct34; Label 44934.
Etta L. Nicholas (P); 9Apr62;
R293817.

PIEL BROS.
Kapuziner. © 14Dec34; Label 45806.
Piel Bros. (P); 4Apr62; R293165.

QUEEN CITY BREWING CO.
Old German. © 30Oct34; Label 44702.
Queen City Brewing Co. (P); 5Jun62;
R296249.

COMMERCIAL PRINTS AND LABELS

REED CANDY CO.
The Scotch digest. © 26Mar35;
Label 45746. Reed Candy Co.
(P); 29Mar62; R293037.

SCHENLEY DISTILLERS, INC.
J. W. Dant. © 5Sep34; Label 44573.
Schenley Distillers, Inc. (P);
17Apr62; R293767.

SCHLUDERBERG-KURDLE CO., INC.
Esskay quality. © 25Jul34; Print
14868. Schluderberg-Kurdle Co.,
Inc. (P); 18Jan62; R289220.

Famous for freshness. © 10Oct34;
Print 15031. Schluderberg-Kurdle
Co., Inc. (P); 8Mar62; R292072.

Roll-O-Pork. © 25Oct34; Label 45115.
Schluderberg-Kurdle Co., Inc. (P);
8Mar62; R292071.

TETLEY TEA CO., INC.
Elephant brand. © 15Jun34; Label
45579. Tetley Tea Co., Inc. (P);
5Apr62; R293176.

THARINGER MACARONI CO.
White Pearl. © 7Jul34; Label 45087.
Tharinger Macaroni Co., division of
V. La Rosa & Sons, Inc. (P);
24Jan62; R289540.

TRU-MEX PRODUCTS CO.
Menudo, tripe and hominy with red
chile soup. © 17Sep34; Label 45019.
Tru-Mex Products Co. (P); 16Jan62;
R289131.

VAN CAMP SEA FOOD CO.
Mission. © 21Jan35; Label 45823.
Van Camp Sea Food Co. (P); 7May62;
R294856.

VIVISON MACARONI CO., INC.
Vivano brand spaghetti. © 13Apr35;
Label 46172. Vivison Macaroni
Co. (P); 7May62; R294854.

X LABORATORIES, INC.
X liquid. © 22Sep34; Label 45330.
X Laboratories, Inc. (P); 5Jan62;
R288270.

ZINSMaster HOL-RY CO.
Old country, hard rye bread.
© 1Jan35; Label 45370. Zinsmaster
Hol-Ry Co. (P); 15Feb62; R291065.

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CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 16, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1962



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THE LIBRARY OF CONGRESS
WASHINGTON : 1963

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COPYRIGHT OFFICE
THE LIBRARY OF CONGRESS
WASHINGTON : 1963

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D.C. Price of this part is given on page vi.

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The *Catalog* is subdivided into Parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog*, but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights, and a fee for the search and report will be estimated at the statutory rate of \$3 per hour.

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For a more complete description of the contents of this issue of the *Catalog* see p. vii.

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Each Part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols given. Except for renewal registrations (separately listed at the end of each related Part), the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purpose of statistical analysis. The symbol "(R)" has been adopted by the Copyright Office to identify renewal copyright registrations. A zero immediately following the symbol, e.g., AF0, EF0, identifies a foreign work deposited under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). Some Parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the Part.

	Price per semiannual issue		Price per semiannual issue
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BB Contributions to periodicals		GF Works of art published abroad	
R Renewal registrations		GP Published works of art and designs for works of art	
PART 2 PERIODICALS.....	1. 00	GU Unpublished works of art and designs for works of art	
B Periodicals		H Reproductions of works of art	
BF Periodicals manufactured abroad (except those registered for ad-interim copyright)		IP Published drawings or plastic works of a scientific or technical character	
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DP Published dramatic and dramatico-musical works		PART 11B COMMERCIAL PRINTS AND LABELS.....	1. 00
DU Unpublished dramatic and dramatico- musical works		KK Commercial prints and labels	
R Renewal registrations		R Renewal registrations	
PART 5 MUSIC.....	3. 50	PARTS 12-13 MOTION PICTURES AND FILMSTRIPS....	. 50
EF Musical compositions published abroad		LP Published motion-picture photoplays	
EP Musical compositions published in the United States		LU Unpublished motion-picture photoplays	
EU Unpublished music		MP Published motion pictures other than photo- plays	
R Renewal registrations		MU Unpublished motion pictures other than photoplays	
		R Renewal registrations	

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Introduction

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

FARRELL, JAMES EDWARD. ©

Bowl a word, a fascinating word game. © 20Dec62; KK169383.

FRANKONIA PRODUCTS, INC.

Rambler Classic stationwagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.; 8Dec62; KK169377.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Series statement.
- 4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication, if published abroad.
- 5) Names of authors given in the application which do not appear elsewhere in the entry.
- 6) Name of the employer in the case of a work made for hire, if so named in the application.
- 7) Information contained in the application which relates to the registration of an earlier version of the work.
- 8) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation "NM," if this information is given in the application and is not indicated elsewhere in the entry.
- 9) Copyright symbol ©.
- 10) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.

- 11) Date of publication as given in the application.
- 12) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Aug62 (in notice: 1961); KK170000.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable.

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter

p.	page, pages
(P)	proprietor of a commercial print or label
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
rev.	revised
t.a.	trading as
v., vol., vols.	volume, volumes

Registrations July-December 1962

Commercial prints and labels published in the United States	3,712
Renewals	39

These figures represent the number of registrations for commercial prints and labels for July-

December 1962, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

- . B. C. SEE AMERICAN BEVERAGE CORP.
- BI. SEE AMERICAN BAKERY, INC.
- . C. C. SEE AMERICAN CAN CO. DIXIE CUP DIVISION.
- CI. SEE AKRON CATHETER.
- A. M. CO. SEE AMERICAN MONORAIL CO.
- . P. C. CO. SEE AMERICAN POP CORN CO.
- PRP. SEE ADAMS PIPE REPAIR PRODUCTS.
- . T. & T. CO. SEE AMERICAN TELEPHONE & TELEGRAPH CO.
- . T. CO. SEE AMERICAN TOBACCO CO.

BACO PLASTICS, INC. ©
The better drinking straws for hospitals, institutions, nursing homes. Save with the extras of seamless plastic Flexsips. (Flexsips hospital straws) Appl. author: Perry Bachelder. © 20Nov62; KK170186.

BBOTT LABORATORIES. ©
Analicemos por que Iberol Gradumet. Appl. author: Thomas S. Bird. © 25Aug62; KK169146.

Bol akis. Iguazu Selalesi, Arjantin-Brezilya. Filmtab Bilsan. Appl. author: Thomas S. Bird. © 6Aug62; KK169164.

Bol akis. Kiubo Selalesi, Belcika Kongosu. Filmtab Bilsan. Appl. author: Thomas S. Bird. © 8Aug62; KK169165.

Bol akis. Rio Filmaiquen Selalesi, Sili. Filmtab Bilsan. Appl. author: Thomas S. Bird. © 6Aug62; KK169166.

Las buenas noticias se propagan como un cohete. Dayamineral Dulcet. C6-14-62. Appl. author: Thomas S. Bird. © 21May62; KK167271.

Las buenas noticias se propagan como un exhalacion. Dayamineral Dulcet. C5-31-62. Appl. author: Thomas S. Bird. © 31May62; KK167270.

Las buenas noticias se propagan como un rayo. Dayamineral Dulcet. C6-7-62. Appl. author: Thomas S. Bird. © 21May62; KK167272.

Geramina-H, suplemento dietetico normalizador del metabolismo. Num.6913. Appl. author: Thomas S. Bird. © 6Nov62; KK170331.

Iberol para las anemias ferropivas. Num.6863. Appl. author: Thomas S. Bird. © 19Jul62; KK169390.

Novedad Iberol Gradumet. Appl. author: Thomas S. Bird. © 10Aug62; KK169167.

Prescription drugs have a high I. Q. Appl. author: John C. Michalek. © 17May62; KK170122.

Tools for men of medicine. Prescription Specialists. Appl. author: John C. Michalek. © 9May62; KK169400.

Tral alan hasta. Appl. author: R. D. Tucker. © 18Jul62; KK169591.

Tral alan hasta. Appl. author: Thomas S. Bird. © 18Jul62; KK169169.

Tronothane hydrochloride. Appl. author: Thomas S. Bird. © 8Aug62; KK169168.

Vidaylin-M. Turkish. Illus.: Signed: Piatti. Appl. author: Thomas S. Bird. © 10Oct62; KK169576.

ACME APPLIANCE MANUFACTURING CO. ©
How to install single and by-passing doors using Acme series 1000 sliding door hardware. NM: revisions. © 9Nov62 (in notice: 1959); KK169950.

Precision fabricated pocket door frame. © 16Jul62; KK169949.

Sliding and folding door hardware. © 7Sep62; KK169951.

ACME ENGINEERING CO., INC. ©
Bob Ford's boner-grams, no.3. © 3Nov62; KK169818.

ACME STEEL CO. ©
Semi-automatic strapping machine, model F7B (3). Appl. author: Roy Milton Lynnes, Jr. © 18Mar62; KK167358.

ADAMS PIPE REPAIR PRODUCTS. ©
Now, a repair clamp with branch outlet. Servi-Seal, the multi-puprose clamp. © 13Sep62; KK169844.

ADDAMS, CHARLES.
Concrete solution for packaging problems. SEE KVP SUTHERLAND PAPER CO.
Packaging that gets ahead. SEE KVP SUTHERLAND PAPER CO.

Packaging to bewitch. SEE KVP SUTHERLAND PAPER CO.

Packaging to prevent pilfering. SEE KVP SUTHERLAND PAPER CO.

ADMIRE JEWELRY MANUFACTURING CO., INC. ©
12 in 1 interchangeable tie-tacks. Appl. author: Alfred J. Kolatch. © 26Jun62; KK167389.

ADVERTISING ART.
Bedside manners. © Jack Sherwood d.b.a. Advertising Art; 22May62; KK168878.

AGRICULTURAL PRODUCTS DIVISION, NELSEN STEEL & WIRE CO. SEE NELSEN STEEL & WIRE CO. AGRICULTURAL PRODUCTS DIVISION.

AIR SPACE DEVICES. SEE AIR SPACE DEVICES, INC. SAFETY TOWER LADDER DIVISION.

AIR SPACE DEVICES, INC. SAFETY TOWER LADDER DIVISION.

Dearest, please ask the boss for Saf-T-Climb. (In Journal of the American Society of Safety Engineers, Aug. 1, 1962, p.31) Appl. author: Anderson-McConnell Advertising Agency, Inc. © Air Space Devices a.a.d.o. Safety Tower Ladder Division of Air Space Devices, Inc.; 1Aug62; KK169247.

Everyday maintenance problems call for Saf-T-Climb. (In Consulting engineer, Aug. 1, 1962, p.178) Appl. author: Anderson-McConnell Advertising Agency, Inc. © Air Space Devices a.a.d.o. Safety Tower Ladder Division of Air Space Devices, Inc.; 1Aug62; KK169249.

Lately, I've had feelings of insecurity. In a risky business, Saf-T-Climb protection never fails. (In National safety news, Aug. 1, 1962, p.94) Appl. author: Anderson-McConnell Advertising Agency, Inc. © Air Space Devices a.a.d.o. Safety Tower Ladder Division of Air Space Devices, Inc.; 1Aug62; KK169248.

Saf-T-Climb's closest competitor shown being tested by inventor. (In Industrial equipment news, Aug. 1, 1962, p.15) Appl. author: Anderson-McConnell Advertising Agency, Inc. © Air Space Devices a.a.d.o. Safety Tower Ladder Division of Air Space Devices, Inc.; 1Aug62; KK169246.

Surveys show 2 out of 3 need Saf-T-Climb. (In Iron Age, Sept. 6, 1962, p.24) Appl. author: Anderson-McConnell Advertising Agency, Inc. © Safety Tower Ladder Division of Air Space Devices, Inc. (in notice: Air Space Devices); 6Sep62; KK168821.

AIRTONE CHEMICAL CO. ©
The wick does the trick; Airtone vaporizing fluid for instant symptomatic relief of colds. 2 1/2 fl. oz. © 1May62; KK168651.

AKRON CATHETER, INC. ©
Akron Catheter, Inc. Appl. author: Scherr & McDermott, Inc. © 15Jun62; KK169605.

ALL STAR DAIRY ASSOCIATION, INC. ©
Country fresh eggs. One dozen grade A large. Appl. author: John D. Utterback. © 20Feb62; KK167290.
Creamed cottage cheese. © 11Jun62; KK167298.

Lemon Twist ice cream. Half gallon liquid. © 15Jun62; KK167296.

ALLIED CHEMICAL CORP. ©

News from Allied Chemical: Can you tell which plate is plastic? (In U. S. news & world report, July 30, 1962, p.89) Appl. author: Benton & Bowles, Inc. © 23Jul62; KK168532.

ALLIED CONTROL CO., INC. ©

Mr. Relay by Allied Control. (In Electrical design news, Nov. 1962, p.143) Appl. author: Jess H. Cloud. © 1Nov62; KK170568.

Mr. Relay, by Allied Control. (In Electronics, Aug. 31, 1962, p.5) Appl. author: Jess H. Cloud. © 31Aug62; KK169944.

ALMAR RAINWEAR CORP. ©

It's raining fashion by Dolphin. (In New York times magazine, Apr. 29, 1962, p.25) Appl. author: Alfred Moses. © 29Apr62; KK167277.

Make yourself comfortable with Almar. Raincoat. (In Redbook, Apr. 1, 1962, p.16) Appl. author: Alfred Moses. © 1Apr62; KK167276.

ALOX MANUFACTURING CO.

Hop-a-wong Chinese jump rope. © John Frier d.b.a. Alox Manufacturing Co.; 28Feb62; KK167004.

ALPHA SALES CO.

\$820,000.00 I. B. of T. annual sweepstakes. © Alpha Sales Co., Roy L. Lewis, owner; 30Oct62; KK170229.

ALTNOW, GEORGE G.

Pacific Wire-Grams. SEE PACIFIC WIRE WORKS CO.

ALTNOW, GEORGE GUSTAV.

Pacific Wire-Grams. SEE PACIFIC WIRE WORKS CO.

ALUMINAIRE STANDARD GLASS.

Aluminaire window walls, custom series 1000. (Catalog 628) © Aluminaire Standard Glass, whose full corporate name is Standard Glass Co.; 25May62; KK167776.

ALVARN CO. ©

Mickey Mantle's batter's training set. © 12Jan62; KK167903.

AMERICAN ANGUS ASSN. ©

They're worth more if they're black. Angus, good, sound investment for pride and profit. (In The Corn Belt dailies, herb reference ed., July 23, 1962, p.136) © 23Jul62; KK169861.

AMERICAN BAKERY, INC. ©

You can't beat it. Famous apple turnovers. Min. net wt. 3 ozs. © 28Jun62; KK167453.

AMERICAN BEVERAGE CORP. ©

Golden Age, extra dry, champagne style ginger ale. Appl. author: Juerg Schmid. © 21Sep62; KK169058.

AMERICAN CAN CO. SEE MARATHON.

AMERICAN CAN CO. DIXIE CUP DIVISION.

Cookout design. 9 fl. oz. © Dixie Cup Division of American Can Co.; 6Dec62; KK170467.

Garland design. 1 pt. liq. © 30Jul62; KK168054.

Imperial service. 7 oz. Dixie Mira-Glaze cups for hot beverages. © 3Dec62; KK170205.

New cookout design, 48 cold drink Dixie cups, 7 ounce size. © Dixie Cup Division of American Can Co.; 6Dec62; KK170468.

Why do coffee men use Dixie Mira-Glaze cups? (In Life, Apr. 27, 1962, p.54) Appl. author: Hicks & Greist, Inc. © Dixie Cup Division of American Can Co.; 25Apr62; KK167287.

AMERICAN CAN CO. MARATHON DIVISION. NORTHERN PRODUCTS DIVISION. SEE NORTHERN PRODUCTS DIVISION.

AMERICAN COSMIC-SOLAR RESEARCH CENTER. ©

Ancient sun priests leave secrets of perpetual youth, learn how they lived to amazing ages. (In Fate, Dec. 1962, p.19) Appl. author: Gene Savoy. Appl. states prev. pub. 1961. NM: revisions. © 1Nov62; KK170075.

New discoveries at roof of the world alter all scientific life concepts. (In Fate, Aug. 1962, p.17) Appl. author: Gene Savoy. © 1Jul62; KK170076.

AMERICAN CYNAMID CO. ©

A wall of beauty to last a lifetime. Acrylite. © 16Jul62; KK169087.

A wall of beauty to transform your bath. Acrylite. © 16Jul62; KK169086.

AMERICAN EDUCATIONAL PROMOTIONS. ©

Inforama, Israel, the land of the Bible. Appl. author: Samuel A. Shohet. © 16Aug62; KK169968.

AMERICAN HOSPITAL ASSN. ©

Functions of a hospital department of nursing service. © 27Sep62; KK168842.

AMERICAN MACHINE & FOUNDRY CO. ©

Fun and fitness, your guide to year-round pleasure. (In Sports illustrated, Dec. 3, 1962) Appl. author: Cunningham & Walsh, Inc. © 3Dec62; KK170462.

Just arrived: Magic Triangle couture collection. (In New York times magazine, Sept. 16, 1962, p.60-61) Appl. author: Cunningham & Walsh, Inc. © 16Sep62; KK168682.

AMERICAN MONORAIL CO. ©

Skyscraper storage. (In Materials handling engineering) © 1Nov62; KK170555.

AMERICAN MUTUAL LIABILITY INSURANCE CO. ©

I like a man who attacks high costs. [Endorsed by John L. Brown] (In Engineering news-record, July 19, 1962, p.26-27) © 17Jul62; KK168295.

I like a man who knows his way around. [Endorsed by Francis A. Wilhelm] (In Engineering news-record, Sept. 20, 1962, p.46-47) © 18Sep62; KK169683.

I like a man who knows our problems. [Endorsed by Roy W. Lindsay] (In Business week, Aug. 18, 1962, p.35) © 17Aug62; KK168293.

I like a man whose feet are on the ground. [Endorsed by H. M. Weis] (In Business week, July 21, 1962, p.35) © 20Jul62; KK168294.

I like men who carry the ball. [Endorsed by Frank Dowd] (In Business week, Sept. 15, 1962, p.35) © 14Sep62; KK169685.

I like the pros on this team. [Endorsed by Thomas H. Allen] (In Business week, Oct. 13, 1962, p.33) © 12Oct62; KK169684.

We count on men who know their job. [Endorsed by Fred J. Mayo] (In Business week, June 23, 1962, p.37) © 22Jun62; KK168296.

AMERICAN OIL CO. ©

American Oil dealers say, my advice, sir, get De-Icer. (In The Salt Lake tribune, Dec. 12, 1962, p.B3) © 12Dec62; KK170697.

Economy starts here because, of all the premium gasolines, only Amoco gas contains no lead. (In Sports illustrated, Aug. 8, 1960, p.E1) © 8Aug60; KK169948.

Economy starts here with premium Amoco-Gas. (In Sports illustrated, June 13, 1960, p.E7) © 13Jun60; KK167269.

The first to the last, LDO, the new long distance oil. (In Look, Oct. 23, 1962, p.166) © 22Oct62; KK169469.

For me and my car, mister, economy starts here. Amoco's American gas. (In Sports illustrated, May 16, 1960, p.X1) © 16May60; KK167045.

AMERICAN OIL CO. STANDARD OIL DIVISION.

Battle of Lookout Mountain. (In Life, Nov. 16, 1962, p.32-33) © 14Nov62; KK170158.

Hoosier horseless carriage. (In Life, July 27, 1962, p.46-47) © 27Jul62; KK169386.

Just being together is the greatest gift of all. (In Life, Dec. 21, 1962, p.R9-R10) © 19Dec62; KK170698.

Millions can say, not a speck of trouble with final filtered American gasolines. (In The Bismark tribune, Sept. 28, 1962, p.5) © 28Sep62; KK169153.

Standard Oil dealers say, my advice, sir, get De-icer. (In Chicago daily tribune, Dec. 7, 1962, p.22, part 3) © 7Dec62; KK170503.

AMERICAN POP CORN CO. ©

Jolly Time yellow hullless pop corn. Net wt. 1 lb. © 1Jul62; KK168583.

AMERICAN RADIATOR & STANDARD SANITARY CORP. ©

Dust collector selectograf. © 10May62; KK170522.

AMERICAN ROAD EQUIPMENT CO. ©

Concrete reasons for using Econmobile 620. (In Contractors and engineers, Aug. 1962, p.112) NM: additions. © 31Jul62; KK168292.

Height, reach, capacity; ground breaking to dedication. American Econmobile 620. (In Contractors and engineers, Nov. 1962, p.96) © 31Oct62; KK170207.

Jobsite gorilla with ballet talent. Econmobile. (In Contractors & engineers, Dec. 1962, p.84) © 3Dec62; KK170463.

AMERICAN SAFETY RAZOR CO.

New Pal Premium injector blades take friction out of shaving, put comfort in. (In New York giants football program, Nov. 19, 1961, p.1) Appl. author: Benton & Bowles, Inc. © American Safety Razor Co., a division of Philip Morris, Inc.; 19Nov61; KK167465.

The only thing more exciting than this advertising package is what's inside; new Pal, world's first stainless adjustable injector razor. (In Tobacco jobber, Sept. 1962, p.31) Appl. author: Benton & Bowles, Inc. © 15Sep62; KK169563.

Route 66 & Walter Cronkite and the news & the Baseball game of the week & Rawhide & Perry Mason will deliver over 400,000,000 selling messages for GEM premium edge blades this year. (In Progressive grocer, May 1962, p.37) Appl. author: Benton & Bowles, Inc. © 1May62; KK167709.

Take friction out of shaving, put comfort in. Pal Premium Edge. (In Madison Square Garden basketball program, Dec. 2, 1961, p.12-13) Appl. author: Benton & Bowles, Inc. © American Safety Razor Co., a division of Philip Morris, Inc.; 2Dec61; KK167464.

Who thinks big in TV advertising? New Pal premium injector blades. (In Chain store age, supermarket managers ed., May 1962, p.40) Appl. author: Benton & Bowles, Inc. © 25Apr62; KK167708.

AMERICAN-STANDARD INDUSTRIAL DIVISION. ©
Form 2428, template no. 361.
© 10May62; KK170521.

AMERICAN STERILIZER CO. ©
Amsco refillable mixed bed deionizer.
Model Junior 120. Appl. author:
Gordon S. Altman. © 15Jun62;
KK167353.

Now from Amsco, a low cost, practical
formula sterilizer for the small
infant formula room. Amsco model
832. Appl. author: Gordon S.
Altman. © 12Sep62; KK168662.

Now from Amsco, the Fitzhugh obstetri-
cal backrest. Appl. author:
Gordon S. Altman. © 14Sep62;
KK168661.

Valves. Appl. author: Gordon S.
Altman. © 9Oct62; KK169255.

AMERICAN TELEPHONE & TELEGRAPH CO. ©
Wherever you go, go first by long
distance. (In TV guide, May 12,
1962, p.4 of cover) © 9May62;
KK169008.

AMERICAN THERMOS PRODUCTS CO. ©
Big Thermos plus; Thermos vacuum
bottle. © 9Mar62 (in notice:
1961); KK167981.
Big Thermos plus; Thermos wide mouth
vacuum bottle. © 9Feb62 (in notice:
1961); KK167983.

Guaranteed leakproof stopper Thermos
wide mouth vacuum bottle. Form no.
60. © 13Jul62; KK167982.

Your new Thermos brand oval cooler is
always at your service. © 27Apr62;
KK167082.

AMERICAN TOBACCO CO. ©
Attention, all witty, urbane college
students ... a monkey wrench.
Lucky Strike. (In Yale daily news,
Oct. 2, 1962) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 20Oct62; KK170524.

Attention, all witty, urbane college
students ... ancient Egyptian
mummies. Lucky Strike. (In Yale
daily news, Oct. 15, 1962) Appl.
author: Batten, Barton, Durstine &
Osborn, Inc. © 15Oct62; KK170523.

Big red climbs ahead; Pall Mall is
now selling faster than ever before.
(In The Retail tobacconist, July 1,
1960, p.4 of cover) Appl. author:
Sullivan, Stauffer, Colwell &
Bayles, Inc. © 1Jul60; KK169706.

Get Lucky, the taste to start with,
the taste to stay with. [Endorsed
by Frank Gifford] (In Sporting
news, Oct. 6, 1962, p.13) Appl.
author: Batten, Barton, Durstine
& Osborn, Inc. © 30Oct62;
KK169404.

Get Lucky, the taste to start with,
the taste to stay with. Graduate
lighting up. (In The University of
Pennsylvania daily Pennsylvanian,
April 27, 1962, p.4) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 27Apr62; KK167600.

Get Lucky, the taste to start with,
the taste to stay with. Lucky
Strike cigarettes. Bowler; engi-
neer. (In Ebony, Oct. 1962, p.58)
Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 16Sep62;
KK169281.

Get Lucky, the taste to start with,
the taste to stay with. Lucky
Strike cigarettes. [Endorsed by
Don Schwall] (In Grit, Apr. 8,
1962, p.16) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 8Apr62; KK168192.

Get Lucky, the taste to start with,
the taste to stay with. Lucky
Strike cigarettes. Golfer;
commuter. (In Ebony, July 1962,
p.27) Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 20Jun62;
KK168193.

Get Lucky, the taste to start with,
the taste to stay with. Lucky
Strike cigarettes. Lineman;
farmer. (In The Sporting news,
Sept. 8, 1962, p.13) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 5Sep62; KK169282.

Get Lucky, the taste to start with,
the taste to stay with. Lucky
Strike cigarettes. Swimmer; golfer.
(In Grit, July 1, 1962, p.16) Appl.
author: Batten, Barton, Durstine &
Osborn, Inc. © 1Jul62; KK168194.

Get Lucky, the taste to start with,
the taste to stay with. Lucky
Strike cigarettes. Swimmer; vaca-
tioner. (In Ebony, Aug. 1962,
p.72) Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 16Jul62;
KK168187.

Get Lucky, the taste to start with,
the taste to stay with. Lucky
Strike cigarettes. [Tennis player;
boatyard scene] (In The Saturday
evening post, May 19, 1962) Appl.
author: Batten, Barton, Durstine &
Osborn, Inc. © 15May62; KK168189.

Give a carton of flavor for Christmas,
Tareyton. (In Newsweek, Dec. 10,
1962, p.4 of cover) Appl. author:
L. C. Gumbinner Advtg. Agency.
© 4Dec62; KK170499.

Hungry for flavor? Tareyton's got it.
Famed Roman leader on boat.
(In The Ohio State lantern, Oct. 30,
1962, p.6) Appl. author: L. C.
Gumbinner Advertising Agency.
© 30Oct62; KK170639.

Hungry for flavor? Tareyton's got it.
Flavor you never thought you'd get
from any filter cigarette. Large
head situation, girl. (In Ebony,
June 1962, p.39) Appl. author:
L. C. Gumbinner Advertising Agency.
© 17May62; KK167570.

Hungry for flavor? Tareyton's got
it. Girl smiling, 2 fingers show-
ing. (In Ebony, Sept. 1962, p.85)
Appl. author: L. C. Gumbinner Ad-
vertising Agency. © 16Aug62;
KK169149.

Hungry for flavor? Tareyton's got it.
Girl wearing western type hat.
(In Newsweek, Aug. 20, 1962, p.4 of
cover) Appl. author: L. C. Gumbinner
Advertising Agency. © 15Aug62;
KK168330.

Hungry for flavor? Tareyton's got
it. Large head, man. (In News-
week, June 25, 1962, p.4 of cover)
Appl. author: L. C. Gumbinner Advtg.
Agency. © 20Jun62; KK167109.

Hungry for flavor? Tareyton's got
it. Large head of man. (In
Newsweek, Sept. 17, 1962, p.4 of
cover) Appl. author: L. C. Gum-
binner Advertising Agency.
© 12Sep62; KK168694.

Hungry for flavor? Tareyton's got it.
Now in new pull tab pack. (In
Syracuse daily orange, Oct. 17,
1962, p.4) Appl. author: L. C.
Gumbinner Advertising Agency.
© 17Oct62; KK169569.

Hungry for flavor? Tareyton's got
it. Part of white collar showing.
(In Philadelphia independent,
Aug. 25, 1962, p.5) Appl. author:
L. C. Gumbinner Advertising Agency.
© 25Aug62; KK168693.

Hungry for flavor? Tareyton's got it.
Roman bear fighter. (In The Pitt
news, Sept. 17, 1962, p.8) Appl.
author: L. C. Gumbinner Advertising
Agency. © 17Sep62; KK169214.

Hungry for flavor? Tareyton's got
it. [Woman's head, with part of
collar showing] (In Life, Nov. 9,
1962, p.5) Appl. author: L. C.
Gumbinner Advertising Agency.
© 7Nov62; KK170028.

Montclair modern cigarettes; season's
greetings. © 26Nov62; KK170635.

Pall Mall's natural mildness is so
good to your taste. (In American
home, Dec. 1962, p.20) Appl.
author: Sullivan, Stauffer, Colwell
& Bayles, Inc. © 25Nov62; KK170168.

Pall Mall's natural mildness is so
good to your taste! (In Argosy,
Sept. 1962, p.18) Appl. author:
Sullivan, Stauffer, Colwell &
Bayles, Inc. © 20Aug62; KK169123.

Pall Mall's natural mildness is so
good to your taste. (In Look,
Oct. 9, 1962, p.42) Appl. author:
Sullivan, Stauffer, Colwell &
Bayles, Inc. © 25Sep62; KK170166.

Pall Mall's natural mildness is so
good to your taste. (In Look,
Nov. 6, 1962, p.86) Appl. author:
Sullivan, Stauffer, Colwell &
Bayles, Inc. © 23Oct62; KK170167.

Pall Mall's natural mildness is so
good to your taste. (In Newsweek,
Aug. 6, 1962, p.21) Appl. author:
Sullivan, Stauffer, Colwell &
Bayles, Inc. © 1Aug62; KK167949.

Pall Mall's natural mildness is so
good to your taste. Pall Mall
famous cigarettes. (In Look,
July 3, 1962, p.12) Appl. author:
Sullivan, Stauffer, Colwell &
Bayles, Inc. © 19Jun62; KK167294.

Remember how great cigarettes used
to taste? Luckies still do.
Luckies don't skimp. Angle pack.
(In Beaumont journal, Aug. 8, 1961)
Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 8Aug61;
KK169088.

Remember how great cigarettes used
to taste? Luckies still do.
Luckies don't skimp. Carton.
(In Beaumont journal, Aug. 15, 1961)
Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 15Aug61;
KK169089.

Remember how great cigarettes used
to taste? Luckies still do.
Luckies don't skimp. Hand holding
pack. (In Austin statesman,
Aug. 1, 1961) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 1Aug61; KK169090.

Remember how great cigarettes used
to taste? Luckies still do.
Luckies don't skimp. Head-on
pack. (In Beaumont journal,
July 25, 1961) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 25Jul61; KK169091.

Remember how great cigarettes used to
taste? Luckies still do. Lucky
Strike cigarettes. [Couple standing
by fence] (In Grit, Apr. 2, 1961,
p.3) Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 2Apr62;
KK169909.

Remember how great cigarettes used to
taste? Lucky Strike cigarettes.
[Three hunters] (In Popular
science, Sept. 1960, p.149) Appl.
author: Batten, Barton, Durstine &
Osborn, Inc. © 29Aug60; KK168529.

Tareyton's dual filter in duas partes
divisa est. Discus slinger. (In
The Ohio State lantern, Oct. 15,
1962, p.5) Appl. author: L. C.
Gumbinner Advertising Agency.
© 15Oct62; KK169570.

Tareyton's dual filter in duas partes
divisa est. [Performing acrobat]
(In The Duke chronicle, Oct. 9,
1962, p.6) Appl. author: L. C.
Gumbinner Advertising Agency.
© 9Oct62; KK169568.

Tareyton's dual filter in duas partes
divisa est. Roman chiseler.
(In The Ohio State lantern,
Oct. 23, 1962, p.8) Appl. author:
L. C. Gumbinner Advertising Agency.
© 23Oct62; KK170638.

AMERICAN TOBACCO CO.-Con.

Why didn't somebody do it before? For the first time, the menthol's in the tip, where it belongs. Montclair. [Head of man smoking cigarette] (In Memphis press-scmittar, Mar. 27, 1962, p.7) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27May62; KK168095.

Why didn't somebody do it before? For the first time, the menthol's in the tip, where it belongs. Montclair modern cigarettes. (In The Milwaukee Journal, Sept. 11, 1962, pt.1, p.6) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. NM: revisions. © 11Sep62; KK168664.

Why didn't somebody do it before? For the first time, the menthol's in the tip, where it belongs. Montclair. [Seated man smoking cigarette] (In Memphis press-scmittar, Apr. 3, 1962, p.26) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 3Apr62; KK168096.

Why didn't somebody do it before? Montclair. (In The Washington Post, Oct. 3, 1962, p.A15) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. NM: "new illustration." © 30Oct62; KK169823.

AMERICAN WINE CO. ©

Pop goes the post-off. Spectacular savings on Cook's champagne. (In Beverage media, June 1962, p.127) Appl. author: Otto Kleppner. © 1Jun62; KK167100.

AMES, GEORGE P. ©

How can they assure their grandchild, throughout life, of their everlasting love? By a George P. Ames lifetime subscription to a worthwhile magazine. (In Bayside times, Oct. 11, 1962, p.5) © 11Oct62; KK169209.

ANCIENT AGE DISTILLING CO. ©

Ancient Age works knights to build your holiday sales. (In Beverage news, Oct. 1962, p.23) Appl. author: Otto Kleppner. © 10Oct62; KK170418.

\$500.00 in prizes awarded each month. ... Ancient Age sports idea contest. (In Sports afield, Aug. 1962, p.16) Appl. author: Otto Kleppner. © 1Aug62; KK168711.

\$500.00 in prizes awarded each month. How to make a quail come clean. (In Sports afield, July 1962, p.61) Appl. author: Otto Kleppner. © 1Jul62; KK167428.

On Father's Day, give him a bottle of Ancient Age. (In The Washington Post and Times-Herald, June 15, 1961, p.D4) Appl. author: Doyle, Dane Bernbach. © 15Jun61; KK167431.

Special introductory offer on Ancient Age; now you know why we say if you find a better profit bourbon, buy it. (In Connecticut beverage journal, Oct. 1962, p.22-23) Appl. author: Otto Kleppner. © 10Oct62; KK170415.

Stay cool, sell hot with Ancient Age. Straw hat & glasses. (In Arizona beverage journal, July 1962, p.7) Appl. author: Otto Kleppner. © 1Jul62; KK168709.

Wow, can she sell bourbon ... if you can find a better bourbon, buy it. (In Beverage media, metropolitan ed., Oct. 1962, p.40-41) Appl. author: Otto Kleppner. © 10Oct62; KK169424.

ANDERSEN CORP. ©

Window beauty ideas for every room with Andersen Windowalls. © 4Jun62; KK167948.

ANGELICA UNIFORM CO. ©

When success hangs on a thread specify Angelica uniforms. Super IV line. © 1Mar62; KK168006.

ANHEUSER-BUSCH, INC. ©

Enjoy America's most refreshing beer. Busch Bavarian. (In Life, June 8, 1962, p.20) Appl. author: Dean Pennington. © 8Jun62; KK167110.

Fill your glass with America's most refreshing beer. Busch Bavarian. (In Life, June 29, 1962, p.R9-10) Appl. author: Dean Pennington. © 29Jun62; KK167328.

More taste, more heartiness, more satisfaction. Busch Bavarian. Beach scene. (In St. Louis Cardinals scorecard, p.4 of cover) Appl. author: Gardner Advertising Co. © 15Jul62; KK167930.

More taste, more heartiness, more satisfaction. Busch Bavarian. Jumping skier. (In St. Louis Cardinals scorecard, p.4 of cover) Appl. author: Gardner Advertising Co. © 15Jul62; KK167929.

More taste, more heartiness, more satisfaction. Busch Bavarian. [1 leaping mountain climber; 2 men] (In St. Louis Cardinals scorecard, p.4 of cover) Appl. author: Gardner Advertising Co. © 15Jul62; KK167927.

More taste, more heartiness, more satisfaction. Busch Bavarian. 3 skiers on slope. (In St. Louis Cardinals scorecard, p.4 of cover) Appl. author: Gardner Advertising Co. © 15Jul62; KK167928.

ANHEUSER-BUSCH, INC. BUSCH BAVARIAN BEER. SEE BUSCH BAVARIAN BEER.

ANTHONY, REY.

Housewife's handbook on selective promiscuity. SEE DOCUMENTARY BOOKS, INC.

ANTI-HYDRO WATERPROOFING CO. ©

Attractive sales creating free display for counter, wall or mobile. Appl. author: Mortimer W. Meyer. © 16Apr62; KK167863.

APON RECORD CO., INC. ©

Czech folk songs and dances. 2472. © 26Nov62; KK170173.

Czech polkas and waltzes, volume 2. 2473. © 22Nov62; KK170175.

Famous Czech polkas. 2471. © 23Nov62; KK170172.

I remember Prague, selection of famous Czech tunes of golden 30's. 2475. © 23Nov62; KK170174.

Sing along in Czech. 2469. © 22Nov62; KK170176.

Slovak karicka. 2468. © 22Nov62; KK170171.

AQUA-DIAL. ©

Fully automated sprinkler systems. 511 controller. © 1Apr62; KK168421.

ARDEN (ELIZABETH) SALES CORP.

The bloom is on the blue grass. Blue Grass perfume. (In Vogue, June 1962, p.55) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 25May62; KK167644.

Give him a shave break; Arden for men. (In The New York Times, June 4, 1962, p.3) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 4Jun62; KK169070.

Give yourself a shave break; Arden for men foam shaving cream. (In The New York Times, May 28, 1962, p.2) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 28May62; KK169071.

Have you lost touch with your skin?

Ardena cleansing cream. (In Vogue, Sept. 15, 1962, p.80-81) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 10Sep62; KK169663.

Have yourself a whirl. Lipstick. (In Mademoiselle, Oct. 1962, p.97) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 20Sep62; KK169660.

Make up for lost time. Creme extraordinaire. (In Social Spectator, Sept. 1962, p.16) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 25Aug62; KK169661.

Memoire Cherie; more precious with each moment is Memoire Cherie, the finest fragrance created and acclaimed by France. (In Town & Country, Nov. 1962, p.37) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 25Oct62; KK169680.

New, Ardena body cream. (In The New Yorker, Nov. 17, 1962, p.160) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 11Nov62; KK169681.

The paint box. © Elizabeth Arden Sales Corp. a.a.d.o. Elizabeth Arden; 17Aug62; KK168492.

The regal look. © Elizabeth Arden Sales Corp. a.a.d.o. Elizabeth Arden; 30Aug62; KK168462.

The regal look, the most opulent new make-up in the realm. (In Vogue, Oct. 1, 1962, p.96-97) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 23Sep62; KK169664.

Take a summer refresher, Velva Smooth lotion. (In The New Yorker, July 7, 1962, p.56) © Elizabeth Arden Sales Corp. a.a.d.o. Elizabeth Arden; 3Jul62; KK168636.

You're not too young to hear this: The sound of beauty. (In Seventeen, Sept. 1962, p.50-51) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 23Aug62; KK169662.

ARNOLD, ARNOLD. ©

Play Puzzle City, a new idea in jigsaw puzzles with extended play life of many happy hours. Designed by Arnold Arnold. © 14Jun62; KK167598.

ARNOLD BAKERS, INC. ©

Brick Oven lemon chip. 15 cookies. © 13Jul62; KK167528.

Dutch egg loaf, sliced thick. © 26Jun62; KK167161.

Gourmet stuffing. Net weight 8 ounces. © 8Nov62; KK169613.

Holiday loaf. Net wt. 1 pound. © 16Nov62; KK170036.

ARROW STORE.

Hard to fit? Our special size dept. has the suit you want in the size you need. (In Philadelphia inquirer, Sept. 28, 1962, p.4) © Nathan Benjamin, Inc. t.a. Arrow Store; 28Sep62; KK170561.

ARTCRAFT PAPER BOX CO. ©

Coach design. © 10Oct62 (in notice: 1961); KK169882.

ARTIFLOR MANUFACTURING CO.

Seasons greetings. [Christmas bouquet] © Artiflor a.a.d.o. Artiflor Manufacturing Co.; 15Mar62; KK167278.

ASIMOV, ISAAC.

Starlight. SEE HOFFMAN ELECTRONICS CORP.

ATLAS MINERAL PRODUCTS CO. ©

Corrosion-proof coatings. (Bulletin 7-1) Appl. author: George P. Gabriel. © 1Jun62; KK170073.

ATLAS SUPPLY CO. ©

Faster stops ... smoother ride ...
Atlas Bucron tire. (In Progressive
farmer, Sept. 1962, p.10-11) Appl.
author: McCann-Erickson, Inc.
© 15Aug62; KK169779.

The more the miles the more your car
needs Atlas tires. (In This week
magazine, June 10, 1962, p.10-11)
Appl. author: McCann-Erickson, Inc.
© 10Jun62; KK167144.

Wanna start sumpin'? Batteries.
(In Parade, Oct. 14, 1962, p.16)
Appl. author: McCann-Erickson, Inc.
© 14Oct62; KK169644.

When the choice is yours, choose an
Atlas battery. (In This week,
Nov. 4, 1962, p.12) Appl. author:
McCann-Erickson, Inc. © 4Nov62;
KK169643.

Why wait for winter? Do it now ...
Perma-Guard anti-freeze. (In
Progressive farmer, Oct. 1962,
p.33) Appl. author: McCann-
Erickson, Inc. © 14Sep62;
KK170292.

AUDIO FIDELITY, INC. ©

Bossa Nova, new Brazilian jazz.
Stereodisc AFSD 5981. © 10Oct62;
KK169221.

Fabulous Eddie Osborn at the Baldwin
organ. AFSD 5968. © 10Sep62;
KK168826.

Sing along bawdy songs & backroom
ballads. Oscar Brand, chorus and
orchestra. AFSD 5971. © 10Sep62;
KK168827.

Sit-in songs of the freedom
riders. Dauntless stereodisc
DS 4601. © 10Oct62; KK169222.

Sound effects, U. S. Air Force fire-
power. DFS 7012. © 10Sep62;
KK168828.

Stereo spectacular demonstration &
sound effects. DFS 7013.
© 10Sep62; KK168829.

Triple play stereo. Stereodisc
3P-AFSD 5978. © 10Oct62;
KK169220.

AURORA PLASTICS CORP. ©

American heritage, great air battles
of World War I; Nieuport II versus
Fokker DR-I triplane. Kit no.
201-1.98. © 6Sep62; KK170059.

American heritage, great naval
battles of World War II; U. S. S.
Enterprise carrier versus the
Japanese battleship Yamato.
© 6Sep62; KK170060.

Chinese junk. Plastic assembly kit.
Kit no. 430-198. (Famous Aurora
fighters) © 28Feb62; KK166999.

PBY Catalina, air-sea rescue, retract-
able pontoons. 5/32" scale model
plastic assembly kit. Kit no. 374-
198. (Famous Aurora fighters)
© 9Apr62; KK167000.

AUSTIN, NICHOLS & CO., INC. ©

As long as you're up get me a
Grant's. Blended Scotch whisky.
[Seated man holding typewriter on
lap, & Christmas boxes on floor]
(In Holiday, Nov. 1962, p.35)
© 15Oct62; KK169586.

As long as you're up, get me a Grant's.
Thank you, darling, that kind of
service gets you a place on my
Christmas list. Blended Scotch
whisky. (In New York world-telegram
& sun, Nov. 20, 1962, p.8)
© 20Nov62; KK170661.

AUTOMATIC POULTRY FEEDER CO. ©

Big Dutchman 6 place rectangular
hog feeder. © 27Aug62; KK169229.

Gather eggs from commercial flocks
... with the Big Dutchman collect-
o-matic egg gatherer. The collect-
o-matic gathering system.
© 15Jul62; KK169224.

AUTOPOINT CO. ©

The d'Larvo ball-point pens, un-
paralleled performance plus drama-
tic high-style. No. 658. Appl.
author: James M. Edwards.
© 25Jun62; KK167113.

Extra added attraction, add a genuine
lifetime General Electric Alnico-5
magnet to your Autopoint ball pen.
Appl. author: James M. Edwards.
© 14Aug62; KK168287.

Smart new idea. The new Autopoint
Memorama. The Autopoint packette.
Appl. author: James M. Edwards.
© 11Jun62; KK167112.

Special Autopoint introductory offer.
Save up to 50% or more from retail.
New, staple clip Jetliner pens.
Appl. author: James M. Edwards.
© 11Jun62; KK167111.

AVON COSMETICS.

Avon's new formula H1-light shampoo
for even more brilliant highlights.
(In Good housekeeping, May 1962,
p.57) Appl. author: Monroe F.
Dreher, Inc. © Avon Cosmetics
a.a.d.o. Avon Products, Inc.;
20Apr62; KK167635.

Cotillion, a fragrance classic by
Avon. (In Good housekeeping,
June 1962, p.38) Appl. author:
Monroe F. Dreher, Inc. © Avon
Cosmetics a.a.d.o. Avon Products,
Inc.; 22May62; KK167636.

The joy of beauty, the joy of service.
(In Progressive farmer, May 1962,
p.56) Appl. author: Monroe F.
Dreher, Inc. © Avon Cosmetics
a.a.d.o. Avon Products, Inc.;
18Apr62; KK167637.

B

B & M RESEARCH & SALES, INC. ©

Now, you can enjoy a lifetime of bug
free living year round, thanks to
the B & M bug free outdoor light.
© 26Jun62; KK168176.

B.B. SEE BEEBE BROS. MANUFACTURING CO.

B.B.C. SEE BROADVIEW BAKING CO.

B. B. FOODS CORP. ©

B-B Brand fresh-frozen, breaded and
ready-to-cook onion rings. Appl.
author: Gerald J. Bass. © B. B.
Foods Corp. (in notice: B. B. Food
Corp.); 31Jan62; KK168419.

French fried mushrooms. Appl. author:
Gerald J. Bass. © 1Aug62;
KK167945.

French fried onion rings. Appl.
author: Gerald J. Bass. © 1Aug62;
KK167944.

B. O. C. TUNA, INC. SEE BREAST-O-
CHICKEN TUNA, INC.

BABSON BROS. CO. ©

Milking time, a time when a man walks
a long, long mile. Surge. (In
Hoard's dairyman, Aug. 10, 1962,
p.4 of cover) Appl. author:
Bert S. Gittins Advertising, Inc.
© 10Aug62; KK168247.

Milking time, when a man carries tons
and tons and tons. (In Hoard's
dairyman, Oct. 10, 1962, p.4 of
cover) Appl. author: Bert S.
Gittins Advertising, Inc.
© 10Oct62; KK169654.

Short course for top dairymen
continues. (In Hoard's dairyman,
Sept. 25, 1962, p.982) Appl.
author: Bert S. Gittins Advertising,
Inc. © 25Sep62; KK169666.

BAG-A-BRAND PRODUCTS, INC. ©

To make smocked bag soft, solid color
fabric is recommended. © 6Jul62;
KK167594.

To make tailored bag, white cotton
printed pattern not required for
making tailored bag. © 6Jul62;
KK167593.

BACARDI IMPORTS, INC. ©

Bacardi Anejo is back. (In The Wall
Street Journal, Nov. 20, 1962,
p.14) Appl. author: Ross Roy, Inc.
© 20Nov62; KK170022.

Bacardi? Bacardi! World's most ver-
satile liquor. Puerto Rican rum.
(In Ebony, June 1960, p.60-61)
Appl. author: Ross Roy, Inc.
© 20May60; KK167634.

The Bacardi party turns up at playboy
colony in Mexico. Puerto Rican rum.
(In Playboy, Feb. 1961, p.14)
Appl. author: Ross Roy, Inc.
© 17Jan61; KK167877.

Bacardi-partying Texas playboys con-
ceive the pitcher daiquiri. Puerto
Rican rum. (In Playboy, May 1962,
p.29) Appl. author: Ross Roy, Inc.
© 17Apr62; KK167876.

Be a rum 'n cola expert. Puerto
Rican rum. (In Chicago daily
tribune, Apr. 8, 1959, pt.1, p.10F)
Appl. author: Ross Roy, Inc.
© 7Apr59; KK169459.

Be an eggnog expert. Puerto Rican
rum. (In Ebony, Jan. 1959, p.57)
Appl. author: Ross Roy, Inc.
© 19Dec58; KK167638.

California playboys create the black
devil. Puerto Rican rum. (In
Playboy, Mar. 1962, p.28) Appl.
author: Ross Roy, Inc. NM: re-
visions & additions. © 15Sep52;
KK168000.

Did you invent the Bacardi party?
Puerto Rican rum. (In Playboy,
Aug. 1960, p.24) Appl. author:
Ross Roy, Inc. © 21Jul60; KK167457.

Florida playboy reveals new drink for
Bacardi parties. Puerto Rican rum.
(In Playboy, May 1961, p.26)
Appl. author: Ross Roy, Inc.
© 20Apr61; KK167679.

Florida playboys swear black devil
not born in Smogsville. Puerto
Rican rum. (In Playboy, Apr. 1962,
p.24) Appl. author: Ross Roy, Inc.
© 19Mar62; KK168088.

Good hot-buttered rum? Hot-buttered
Bacardi. Puerto Rican rum. (In
The Oregonian, Portland, Dec. 8,
1960, p.15) Appl. author: Ross
Roy, Inc. © 7Dec60; KK169494.

Hawaiian playboys challenge main-
landers last in statehood, but first
in Bacardihood. Puerto Rican rum.
(In Playboy, June 1960, p.23)
Appl. author: Ross Roy, Inc.
© 19May60; KK167238.

He: Why do they call them Bacardi
cocktails? Puerto Rican rum.
(In Daily news, New York, Sept. 7,
1962, p.54) Appl. author: Ross
Roy, Inc. © 6Sep62; KK168806.

How to tell in eggnog from the other
stuff. Puerto Rican rum. (In
Playboy, Dec. 1961, p.135) Appl.
author: Ross Roy, Inc. © 16Nov61;
KK167134.

It's easy to be a drink expert.
Puerto Rican rum. (In Life, Aug. 8,
1960, p.46) Appl. author: Ross
Roy, Inc. © 4Aug60; KK167132.

It's easy to be an eggnog expert.
Puerto Rican rum. (In New Orleans
states and item, Nov. 10, 1959,
p.3) Appl. author: Ross Roy, Inc.
© 10Nov59; KK169261.

It's good old-fashioned eggnog time
again, and here's an easy, delicious
way to make it. (In Life, Dec. 14,
1962, p.8) Appl. author: Ross Roy,
Inc. © 10Dec62; KK170452.

Jim-dandy formula ends fuss of mixing
216 daiquiris. Puerto Rican rum.
(In Playboy, July 1961, p.15)
Appl. author: Ross Roy, Inc.
© 19Jun61; KK168469.

BACARDI IMPORTS, INC.-Con.

Liquid moonbeams. Puerto Rican rum. (In The Scranton times, June 29, 1960, p.10) Appl. author: Ross Roy, Inc. © 29Jun60; KK169585.

Liquid starlight. Puerto Rican rum. (In The Scranton times, May 18, 1960, p.13) Appl. author: Ross Roy, Inc. © 18May60; KK169254.

New York playboys, we salute you. Puerto Rican rum. (In Playboy, Oct. 1962, p.28) Appl. author: Ross Roy, Inc. © 17Sep62; KK168675.

Sportsmen, be drink experts. Puerto Rican rum. (In Sportsmen's life, June-July 1959, p.63) Appl. author: Ross Roy, Inc. © 1Jun59; KK167239.

Texas Playboys holler down Alaskan claim. Puerto Rican rum. (In Playboy, Apr. 1960, p.10) Appl. author: Ross Roy, Inc. © 17Mar60; KK167131.

This month only, have yourself a Bacardi egg nog party. Puerto Rican rum. (In Playboy, Jan. 1961, p.8) Appl. author: Ross Roy, Inc. © 15Dec60; KK167904.

Where in Louisiana did they invent that mouth-watering new clock? Puerto Rican rum. (In Playboy, Aug. 1962, p.14) Appl. author: Ross Roy, Inc. © 17Jul62; KK167651.

BAGDASARIAN, ROSS. ©

The chipmunk songbook. LSX 1015. © 30Oct62; KK169026.

Christmas with the chipmunks, Alvin, Simon & Theodore with David Seville. LRP-3256. © 30Oct62; KK169027.

Christmas with the chipmunks, Alvin, Simon & Theodore with David Seville. LSX 1016. © 30Oct62; KK169025.

BALE PIN CO. ©

Class pins. No.884B pin and guard. NM: additions. © 9Sep62; KK168613.

Order early, enjoy your school jewelry all year. No.230 pin and guard set. NM: pictorial illus. & new text. © 24Sep62; KK168929.

BALL BROS. CO. ©

How to rack up more profits. Home canning center. (In Food topics, July 1962, p.2 of cover) Appl. author: Applegate Advertising Agency, Inc. © 22Jun62; KK168075.

BALL BROS. CO., INC. ©

New rubber canning seal 50% thicker. Dome lids. (In The Budget, Sugar-creek, Ohio, July 19, 1962, p.3) Appl. author: Applegate Advertising Agency, Inc. © 19Jul62; KK168479.

BALLANTINE (P.) & SONS. ©

Golden mellow good, golden harvest Ballantine beer. (In The Sun, Baltimore, Aug. 24, 1962, p.19) © 23Aug62; KK170670.

Golden mellow good. Hops mellowed 2 weeks longer on the vine put the golden mellow goodness in Ballantine. Beer. (In Miami herald, May 21, 1962, p.6F) © 21May62; KK167575.

It's here! Today's Ballantine beer, golden mellow good. (In Portland, Maine, Press Herald, June 11, 1962, p.3) © 11Jun62; KK170284.

BANKER (R. C.) & CO. ©

Photographic carpet advertising service. © 22Jun62; KK169085.

BANKERS TRUST CO., NEW YORK.

Actors' studios provide opportunities for perfecting. Take a seat and watch a Tyro take the stage. Checking accounts. (In Daily news, New York, Sept. 20, 1961, p.37) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 20Sep61; KK167193.

American Museum, Hayden Planetarium. Travel back 200,000,000 light years and watch two great galaxies collide. (In Daily news, New York, Nov. 7, 1961, p.21) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 7Nov61; KK169503.

Amusement park at Coney Island. At the end of the subway line it's carnival time. Savings accounts. (In New York times, July 14, 1961, p.20) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 14Jul61; KK167191.

Antique shop on Manhattan's East Side. You can buy the charm of another century in the antique shops that line 2nd & 3rd Avenues. Savings account. (In New York times, Mar. 13, 1962, p.27) Appl. author: Donahue & Coe. © Bankers Trust Co.; 13Mar62; KK169806.

Auction display room, General Post Office, 8th Avenue & 33rd Street. For sale: a carton of clocks or a van load of violins. (In Herald tribune, Aug. 21, 1961, p.7) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 21Aug61; KK168480.

Auto loans when choosing your car. Folder. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 11Apr62; KK169502.

Automatic savings plan for those who lead busy lives. Folder. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 11Apr62; KK169501.

Berthold Hochschild Gallery, Marine Museum, Museum of the City of New York. They've anchored the Flying Cloud just off Fifth. Personal loans. (In New York herald tribune, June 9, 1961, p.6) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 9Jun61; KK167190.

Brooklyn Academy of Music, 30 Lafayette Ave., Brooklyn. Traviata, terpsichore, or a travel film about Tasmania, the century-old Brooklyn Academy of Music is the scene of 300 separate events a year. (In Daily news, New York, Feb. 27, 1962, p.12) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 27Feb62; KK169509.

Brooklyn Botanic Garden. On the IRT, the tropics are 40 minutes from Grand Central. (In Daily news, New York, Sept. 13, 1961, p.49) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 13Sep61; KK168481.

Brooklyn Bridge. From quiet Cranberry Street to Manhattan's canyons is a twenty-five minute stroll. Savings accounts. (In New York times, Apr. 25, 1961, p.25) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 25Apr61; KK167184.

Brooklyn Public Library on wheels. There's a public library on every corner. Checking accounts. (In The New York times, Oct. 30, 1962, p.24) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 30Oct62; KK170444.

Cabaret theater. A straw hat review or a Strindberg drama with your after-dinner coffee. Savings accounts. (In New York times, May 10, 1961, p.49) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 10May61; KK167192.

Can New Yorkers live on a budget? (In New York journal-American, Oct. 24, 1962, p.56) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 24Oct62; KK170446.

Carnegie Hall, 7th Ave. at 57th Street. At midnight, Bach may give way to Brubeck. Savings account. (In New York herald tribune, Feb. 1, 1962, p.16) Appl. author: Donahue & Coe. © Bankers Trust Co.; 1Feb62; KK169801.

Central Park, 840 acres of parkland in Manhattan. There is a miniature ocean at the model yacht basin, a jungle in the zoo, winter sport at the skating rink. (In Daily news, New York, Nov. 27, 1961, p.16) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 27Nov61; KK169504.

Checking accounts to make things easier. Folder. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 13Jun62; KK169499.

Children's orchestra at 3rd St. Music School, New York. When a budding violinist plays for his peers the young audience seems to listen harder, learn more. (In New York herald tribune, Feb. 9, 1962, p.8) Appl. author: Donahue & Coe. © Bankers Trust Co.; 9Feb62; KK169508.

Children's Zoo in Central Park. Feed a pony, pet a piglet, wander through a plastic whale. (In New York world-telegram & sun, Apr. 23, 1962, p.10) Appl. author: Donahue & Coe. © Bankers Trust Co.; 23Apr62; KK169512.

The Cloisters. The quiet of the thirteenth century lies at the door of a Fifth Avenue bus. Personal loans. (In New York times, Apr. 4, 1961, p.30) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 4Apr61; KK167194.

Customer planned personal loans for immediate delivery. Folder. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 8Feb62; KK169500.

Experience assumes real value only with proper application. (In Daily news record, Apr. 16, 1962, p.31) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 16Apr62; KK168069.

Experience can become a better teacher through organization. (In The Cotton trade journal, Mar. 16, 1962, p.8) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 16Mar62; KK168260.

Finley Walk, 81st to 90th Street, Manhattan. This nine block stroll is like a walk on the deck of a ship. (In New York times, Jan. 30, 1962, p.14) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 30Jan62; KK169507.

For business abroad, come to New York. Ocean liner in New York's harbor. (In Eastern banker, Feb. 19, 1962, p.11) Appl. author: Donahue & Co., Inc. © 19Feb62; KK167222.

For financing that fits your family budget come to Bankers Trust for a customer-planned home improvement loan. (In Daily news, New York, June 7, 1962, p.55) Appl. author: Donahue & Coe. © Bankers Trust Co.; 7Jun62; KK169517.

Fulton Street wharf. The magic words of a boy's life are come aboard. Personal loans. (In Daily news, New York, Apr. 14, 1961, p.23) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 14Apr61; KK167182.

Here's how to use your advance credit account. Folder. Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 26Jun62; KK169498.

If you have a savings account at any of these Bankers Trust locations, you are now earning interest payable quarterly. (New York City street signposts) (In Daily news, New York, Jan 15, 1962, p.20) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 15Jan62; KK169505.

Kissena Public Course in Queens. Manhattan is just a chip shot away when you play one of New York's popular public courses. (In New York times, July 18, 1962, p.15) Appl. author: Donahue & Coe. © Bankers Trust Co.; 18Jul62; KK169520.

Knowledge is the premium of day-to-day experience. (In The Cotton trade journal, Mar. 30, 1962, p.10) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 30Mar62; KK168068.

Knowledge is the sum of day-to-day experience. (In Women's wear daily, Apr. 2, 1962, p.9) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 2Apr62; KK168067.

Lewisohn Stadium concert. Heaven is the roof of the concert hall at Manhattan's famous Lewisohn Stadium. (In New York times, June 19, 1962, p.20) Appl. author: Donahue & Coe. © Bankers Trust Co.; 19Jun62; KK169518.

Little League. The farm system starts two blocks from Yankee Stadium. Savings accounts. (In New York times, May 22, 1961, p.34) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 22May61; KK167195.

Money isn't everything. (In Newsweek, Apr. 2, 1962, p.1) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 2Apr62; KK168066.

Museum of Modern Art, 11 West 53rd Street. From Mother Goose to Matisse takes fewer years than you'd think. Personal loans. (In New York herald tribune, Aug. 10, 1961, p.7) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 10Aug61; KK167189.

N. Y. International Airport. Port of call for the air fleets of the world. (In New York times, Aug. 1, 1962, p.18) © Bankers Trust Co.; 1Aug62; KK169521.

New York restaurants, over 25,000 serve the foods of more than 40 different nationalities. New York is a city of dreamers, almost eight million of them. Savings accounts. (In New York mirror, Oct. 16, 1961, p.13) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 16Oct61; KK167187.

New York restaurants serve the foods of over 40 nations. Sit down to dinner in Tokyo without leaving New York. Personal loans. (In New York times, Apr. 17, 1962, p.24) Appl. author: Donahue & Coe. © Bankers Trust Co.; 17Apr62; KK169805.

Now, all you need to buy a car is Bankers Trust charge-a-car. (In New York times, May 15, 1962, p.30) Appl. author: Donahue & Coe. © Bankers Trust Co.; 15May62; KK169514.

Outdoor art show in Greenwich Village. Twice a year the Village shows her colors. Checking accounts. (In Daily news, New York, Sept. 8, 1961, p.45) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 8Sep61; KK167185.

Overseas finance often requires unusual mobility of funds. (In The Journal of commerce, Apr. 23, 1962, p.3) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 23Apr62; KK168064.

Perception comes from intimate knowledge. (In The Journal of commerce, Apr. 2, 1962, p.9) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 2Apr62; KK168065.

Prospect Park, Brooklyn. Mount up and ride a country mile in the city. (In The New York times, Oct. 16, 1962, p.30) Appl. author: Donahue & Coe, Inc. © 16Oct62; KK170447.

Prospect Park carousel, Brooklyn. Do the broncs buck harder in Brooklyn? (In New York times, May 8, 1962, p.28) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 8May62; KK169513.

Prospect Park. The fish are biting in Brooklyn. (In New York times, July 3, 1962, p.7) Appl. author: Donahue & Coe. © Bankers Trust Co.; 3Jul62; KK169519.

Quietly she watches over our sea-washed, sunset gates, holding out hope to all who come, or live, here. Statue of Liberty. Personal loans. (In Daily news, New York, Aug. 8, 1961, p.13) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 8Aug61; KK167181.

Reading Room, the New York Public Library. Free, to New Yorkers, 30,000,000 ways to learn, to be entertained, educated, and enlightened. (In New York times, Mar. 20, 1962, p.34) Appl. author: Donahue & Coe. © Bankers Trust Co.; 20Mar62; KK169511.

Reel room, New York newspaper. Politics & people, weddings & weather, help transform a million pounds of newsprint into your city paper. Personal loans. (In Daily news, New York, Dec. 8, 1961, p.55) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 8Dec61; KK169804.

Rockaway Beach, one of eight New York City public beaches. Your vacation cottage can be ten stories high. Personal loans. (In New York herald tribune, June 23, 1961, p.6) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 23Jun61; KK167186.

Romance lives just off Fifth Avenue. Hansom cab in Central Park. Personal loans. (In Daily news, New York, June 20, 1961, p.15) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 20Jun61; KK167183.

Shakespeare Outdoor Theatre in Central Park. They play Shakespeare as you like it on a midsummer night in Central Park. (In New York times, June 5, 1962, p.19) Appl. author: Donahue & Coe. © Bankers Trust Co.; 5Jun62; KK169516.

Shopping in Chinatown on New York's lower East Side. On this narrow island you can meet the whole wide world. Savings account. (In Daily news, New York, Feb. 13, 1962, p.15) Appl. author: Donahue & Coe. © Bankers Trust Co.; 13Feb62; KK169803.

Sight-seeing trip around Manhattan. Slip out to sea without ever leaving home. Savings accounts. (In New York times, July 5, 1961, p.25) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 5Jul61; KK167188.

A Staten Island anchorage. Cast off for the world of wind and water. (In New York times, Aug. 22, 1962, p.22) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 22Aug62; KK169522.

Staten Island ferry. You can take a cruise for a nickel on the Staten Island ferry. (In Daily news, New York, Jan. 24, 1962, p.35) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 24Jan62; KK169506.

Statue of George Washington, Sub-Treasury Building, Wall Street. They founded a nation at Wall and Nassau and chose a man to run it. (In New York times, Sept. 4, 1962, p.22) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 4Sep62; KK169523.

Times Square, where Broadway blazes brightest. People don't visit Times Square; they come back to it. (In New York herald tribune,

Mar. 1, 1962, p.11) Appl. author: Donahue & Coe. © Bankers Trust Co.; 1Mar62; KK169510.

The underground. (In Newsweek, Apr. 30, 1962, p.1) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 30Apr62; KK168063.

Understanding textile and apparel finance comes naturally to Bankers Trust. (In Daily news record, Mar. 29, 1962, p.24) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 29Mar62; KK168070.

Used book shop on Manhattan's Fourth Avenue. Tom Swift and Omar Khayyam share quarters in Used Book Alley. (In New York herald tribune, May 17, 1962, p.3) Appl. author: Donahue & Coe. © Bankers Trust Co.; 17May62; KK169515.

Van Cortlandt Park. You can scale a miniature mountain in New York. Checking accounts. (In The New York times, Oct. 9, 1962, p.28) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 9Oct62; KK170445.

Why do other New Yorkers save? (In Daily news, New York, Mar. 8, 1962, p.37) Appl. author: Donahue & Coe. © Bankers Trust Co.; 8Mar62; KK169802.

BARNES MANUFACTURING CO. © Pumps 'n jazz, a history of American jazz and Barnes pumps. Appl. author: M. E. Burton. © 1Jun62; KK167451.

BARNETT, JAMES J. © Return-a-cart and you may win a diamond. (In Gemco buyers guide) © 15Sep62; KK169366.

BARTON'S CANDY CORP. © He had one weakness, a chocolate-covered cherry cordial. (In New York world-telegram & sun, Nov. 7, 1962, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 7Nov62; KK169934.

Introducing the non-occasion gift. Top Hats. (In New York times, July 8, 1962, p.54) Appl. author: Doyle Dane Bernbach, Inc. © 8Jul62; KK167650.

One night, when Momma and Poppa went to the opera, little Colette ate 10 chocolate cremes. (In The New York times, Nov. 20, 1962, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 20Nov62; KK170145.

She had two great loves, one was a chocolate. (In The New York times, Oct. 28, 1962, p.76) Appl. author: Doyle Dane Bernbach, Inc. © 28Oct62; KK169554.

BASCOM, DAVID. A personalized owner's certificate and fishy guarantee accompanies each Wretched Mess. © Dave Bascom; 1Jun62; KK170343.

BASSETT (W. E.) CO. © Hairloom key chain accessories by Trim. © 27Aug62; KK168944.

BATES FABRICS, INC. © Bates appoints Bell Industries, Inc. exclusive licensee for tufted products. Tufted bedspreeds. (In Daily news record, June 13, 1962, p.16-17) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 13Jun62; KK167571.

Bates is bigger than ever, kooky enough to wear. Calypso. (In Daily news record supplement, June 6, 1962) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 6Jun62; KK167572.

Follow this woman and lead your store in sales gains right through fall and Christmas. Renaissance. (In Daily news record supplement, Sept. 10, 1962) Appl. author: L. C. Gumbinner Advertising Agency. © 10Sep62; KK168692.

BATES FABRICS, INC.-Con.

Kooky enough to wear; the whole dorm will adore ... bedspreads by Bates. (In Mademoiselle, Aug. 1962, p.124-125) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 29Jul62; KK168328.

Magnificent enough to wear; now Bates brings to your bedroom ... the Renaissance. (In McCall's, Nov. 1962, p.157) Appl. author: L. C. Gumbinner Advertising Agency. © 23Oct62; KK170641.

Regal enough to wear, for the queen in every woman. Queen Elizabeth. (In McCall's, June 1962, p.42) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 23May62; KK167568.

BE MY GUEST, INC. ©

33 dinners shows compliments of San Francisco area's finest restaurants. (In San Francisco Sunday chronicle, May 20, 1962) © 20May62; KK167214.

BEACON CO. ©

New, a floor wax made especially for heavy family traffic. Elephant & girl. © 10Oct62; KK169343.

New, a floor wax made especially for heavy family traffic. Hippopotamus & boy. © 10Oct62; KK169344.

BEAR MANUFACTURING CO. ©

Announcing the all new Bear Porta-brake Shop with exclusive new safe-way system. (In Brake & front end service, June 1962, p.78-79) Appl. author: Stevens & Kirkland, Inc. © 1Jun62; KK167261.

Now, alignment at-a-glance in big screen Telaliner. Appl. author: Stevens & Kirkland, Inc. © 15Jun62; KK168235.

An outstanding achievement in simplifying wheel alignment, Atlas Check-O-Matic wheel aligner. Appl. author: Stevens & Kirkland, Inc. © 18Feb62; KK168236.

7 out of 10 cars need alignment. Atlas wheel alignment equipment. Appl. author: Stevens & Kirkland, Inc. © 15Feb62; KK168239.

Update your shop now for a bigger share of 1963 service profits; re-equip with new Bear 1963 lineup of progress money makers. No.3822-87 spacemaster service. (In Motor, Oct. 1962, p.14-15) Appl. author: Stevens & Kirkland, Inc. © 15Oct62; KK169485.

BEAU ARTS CARD CO. ©

Here are the cards with the collegiate touch. NM: additions. © 2Jul62; KK169445.

BEAUNIT CORP. ©

Every garment goes over when it goes over a Lewella girdle of Beaunit woven satin elastic. (In Corset and underwear review, Aug. 1962, p.47) © 7Aug62; KK168487.

BEAVER BROS. BAKING CO. ©

New improved American Beauty enriched bread. Appl. author: Eldridge D. Hedges. © 16Apr62; KK168135.

BECH, JOHN H. ©

Green Flame concentrate, Nuodex 1069. Harmful if swallowed. © 24May62; KK168024.

BECKER, FRED. ©

Gold seal gift cards. © 19Oct62; KK169329.

BECO CHEMICAL DIVISION, FMC CORP. SEE FMC CORP. BECO CHEMICAL DIVISION.

BEEBE BROS. MANUFACTURING CO. ©

Fast one-man operation. 50-ton barge connector. (In The Waterways Journal, Apr. 14, 1962, p.19) © 14Apr62; KK167663.

50-ton barge connector with the quick release holding dog. (In The Waterways Journal, Apr. 21, 1962, p.16) © 21Apr62; KK167664.

50-ton winch, hand, air, or electric powered. (In Construction equipment and materials, June 1962, p.119) © 5Jun62; KK170684.

50 ton winch; outstanding service on the Alaska Roughneck. Model 50L. (In The Waterways Journal, Sept. 15, 1962, p.18) © 15Sep62; KK169868.

Hand, electric, air powered. 50-ton barge connector. (In The Waterways Journal, May 5, 1962, p.27) © 5May62; KK167665.

How to cut labor costs with faster connecting. 50-ton barge connector. (In The Waterways Journal, May 26, 1962, p.23) © 26May62; KK167667.

How to eliminate slack line. 50-ton barge connector. (In The Waterways Journal, June 16, 1962, p.43) © 16Jun62; KK167669.

Is there a difference in the way barge connectors are rated? (In The Waterways Journal, June 9, 1962, p.22) © 9Jun62; KK167668.

New 30-ton winch. (In Construction equipment and materials, Aug. 1962, p.117) © 5Aug62; KK170683.

Powerful ratchet-hoists. (In Construction equipment and materials, Oct. 1962, p.111) © 5Oct62; KK169867.

Quick release holding dog. 50-ton barge connector. (In The Waterways Journal, Apr. 7, 1962, p.17) © 7Apr62; KK167662.

Remote controlled 50 ton barge connectors. (In The Waterways Journal, July 21, 1962, p.19) © 21Jul62; KK169580.

30 ton marine winch, new from Beebe Bros. (In The Waterways Journal, July 28, 1962, p.16) © 28Jul62; KK169579.

Which barge connector costs less? (In The Waterways Journal, May 12, 1962, p.32) © 12May62; KK167666.

World's most popular 5-ton hand winch. (In Construction equipment and materials, Apr. 1962, p.105) © 5Apr62; KK167583.

BEECHER, HENRY J. SEE BEECHER, KATHARINE.

BEECHER, KATHARINE.

Angel Gabriel weathervane, copper; 19th century. (Americana design on box top) Appl. author: Frank Gianninoto & Associates. © Henry J. Beecher d.b.a. Katharine Beecher; 15Dec61; KK168573.

Butter-mint candy. Circle of mints. Net wt. 10 ozs. avoir. Package designed by Frank Gianninoto & Associates, Inc. © Henry J. Beecher d.b.a. Katharine Beecher; 10May62; KK168575.

Butter-mint candy. Compote of candy. Net wt. 14 ozs. avoir. Appl. author: Frank Gianninoto & Associates. © Henry J. Beecher d.b.a. Katharine Beecher; 10May62; KK168576.

Once upon a time there was a boy and a girl who lived on a farm. (Story book farm design on box top) Appl. author: Frank Gianninoto & Associates. © Henry J. Beecher d.b.a. Katharine Beecher; 15Dec61; KK168574.

BEICH (PAUL F.) CO. ©

Whiz; dark chocolate, fluffy marshmallow, crispy peanuts. Net wt. 1-8/10 oz. NM: revisions. © 21Sep62; KK169264.

BELL AUTO PARTS, INC. ©

Bell auto parts '62-'63. © 8Oct62; KK170065.

BENEFICIAL FINANCE CO. ©

Call for money the minute you want it. (In Woodbury daily times, Oct. 22, 1962, p.3) © 22Oct62; KK169796.

BENJAMIN (NATHAN) INC. SEE ARROW STORE.

BENNETT BROS., INC. ©

Season's greetings; choose your gift. Series A-F. Appl. author: Gail Bennett. © 10Oct62; KK170163.

BERGEN ST. MOTORS. ©

Only N. J.'s largest credit center can give you giant credit never before offered anywhere. (In The Newark star-ledger, Aug. 7, 1962, p.22) Appl. author: William Pivnick. © 7Aug62; KK169534.

BEST & CO., INC. ©

Christmas is a wonderland at the Liliputian bazaar. (In The New York times, Nov. 28, 1962, p.6) © 28Nov62; KK170039.

BETHUNE, KENNETH. SEE KENART INDUSTRIES

BETTMANN ARCHIVE, INC. ©

The Bettmann pictorial no.3. © 23Oct62; KK170057.

BETTS, WILLIAM M.

Spying Saucer. © William M. Betts & Reginald C. Requa; 22Aug62; KK168430.

BINNEY & SMITH, INC. ©

Fun to make a Crayola party treasure chest. (In Parents' magazine, Nov. 1962, p.41) Appl. author: Chirurg & Cairns, Inc. © 25Oct62; KK169614.

Fun to make a Crayola puppet theater. (In Parents' magazine, Oct. 1962, p.59) Appl. author: Chirurg & Cairns, Inc. © 25Sep62; KK168928.

Fun to make the Crayola express. (In Parents' magazine, Sept. 1962, p.11) Appl. author: Chirurg & Cairns, Inc. © 25Aug62; KK168526.

BISCAYNE MANUFACTURING CO., INC. ©

Hangover juice. Actually contains Florida grapefruit juice. Net contents 6 fl. oz. © 27Aug62; KK168448.

Hangover juice. Actually contains tomato cocktail. Net contents 6 fl. oz. © 27Aug62; KK168447.

BISHOP (HAZEL) INC. ©

Deliciously different new lipstick. Continental. [Endorsed by Genevieve] (In Harper's bazaar, Oct. 1962, p.72) © 10Oct62; KK169379.

BISHOP FREEMAN CO. ©

Only Fabric-Safe finishing can hold present customers and bring in new ones. (In American drycleaner, Nov. 1959, p.1) © 7Nov59; KK167581.

BLACKER (STANLEY), INC. ©

Bambu cloth makes this sport coat a stopper for cruisewear. (In New York times magazine, Dec. 3, 1961, p.51) © 3Dec61; KK167356.

Field is a country sport coat. (In Gentleman's quarterly, Sept. 1962, p.43) © 14Aug62; KK168502.

Irish twist is a sport coat of imported Irish tweed that has no peer. (In The New York times magazine, Sept. 9, 1962, p.5) © 9Sep62; KK169471.

Jacquard is a muted, misty sport coat that has something new to say. (In New York times magazine, Oct. 14, 1962, p.5) Appl. author: Stanley Blacker. © 14Oct62; KK169657.

Skye tweed imparts a distinguished heritage to this classic sport coat. (In New York times magazine, Nov. 19, 1961, p.5) © 19Nov61; KK167357.

- Stroock camel hair is a fabric of supreme distinction. (In New Yorker, Sept. 29, 1962, p.94) Appl. author: Stanley Blacker. © 29Sep62; KK169658.
- Stroock camel hair is a fabric of supreme distinction. (In The New York times magazine, Sept. 16, 1962, p.11) © 16Sep62; KK169472.
- Stroock Sugarbush is a flash of fabric sensation. (In Gentleman's quarterly, Nov. 1962, p.17) Appl. author: Stanley Blacker. © 17Oct62; KK170436.
- Stroock sugarbush is a flash of fabric sensation. (In Show, Sept. 1962, p.1) © 23Aug62; KK168503.
- BLUM (B. G.) ASSOCIATES. ©
Double-Bac-Pad. Style: Viscount. Full size. © 16Jul62; KK168371.
- 100 % continuous filament nylon pile. Laredo. Another quality product from Mayfair Carpet Mills. © 15Apr62; KK167035.
- Wall-to-wall broadloom covers 180 sq. ft. of floor space. Style: Bentley, full size 12' x 15'. © 16Jul62; KK168370.
- BOLS (ERVEN LUCAS) DISTILLING CO. ©
Dutch name, world fame. Liqueurs. (In New Yorker, Aug. 18, 1962, p.44) Appl. author: Fred Clarke. © 18Aug62; KK169636.
- Original Bols grasshopper. Liqueurs. (In Sports illustrated, June 18, 1962, p.43) Appl. author: Fred Clarke. © 18Jun62; KK169059.
- Original Bols pousse cafe. Liqueurs. (In The New Yorker, Sept. 8, 1962, p.98) Appl. author: Fred Clarke. © 8Sep62; KK170064.
- BOONE, PAT.
Going places this summer, take it easy, take Dickies casual slacks. SEE WILLIAMSON-DICKIE MANUFACTURING CO.
- BORDEN CO. ©
Borden's very big on flavor announces a new line of fine restaurant products. Gelatin desserts. (In American restaurant, June 15, 1960, p.5) © 10Jun60; KK167395.
- It's absolutely extraBordenary, this great new garden hose. (In Life, Apr. 11, 1960, p.139) © 9Apr60; KK168540.
- Lady Borden, very big on flavor. Extra cream makes it extra good. (In New York Sunday news, Apr. 8, 1962, p.34) Appl. author: Young & Rubicam, Inc. © 8Apr62; KK167077.
- No sugar to add, Eagle Brand easy. Strawberry cream freeze. (In McCall's, Jun2 1960, p.170) © 23Jun62; KK167601.
- Real chocolate flavor imported from Holland. Borden's new instant Dutch. (In Good housekeeping, Sept. 1960, p.241) © 20Aug60; KK169092.
- BORDEN CO. WYLER & CO. DIVISION. SEE WYLER & CO.
- BORON OIL CO. ©
Starts tomorrow, grand opening of nine new Boron service stations in Pittsburgh. (In Pittsburgh press, Aug. 15, 1962, p.12) Appl. author: McCann-Marschalk Co., Inc. © 15Aug62; KK168131.
- World's first Boron gasoline, an outstanding success in Pittsburgh. (In The Pittsburgh press, Oct. 15, 1962, p.5) Appl. author: McCann-Marschalk Co., Inc. © 15Oct62; KK169607.
- World's first Boron gasoline comes to Erie. (In Erie morning news, July 23, 1962, p.3) Appl. author: McCann-Marschalk Co., Inc. © 23Jul62; KK167942.
- World's first Boron gasoline now has Ice-Gard. (In The Pittsburgh press, Nov. 19, 1962, p.4) Appl. author: McCann-Marschalk Co., Inc. © 19Nov62; KK170164.
- BOSTON SAFETY DEPOSIT & TRUST CO. ©
The distinguished Boston financial cabinet is about to convene. (In The Boston herald, Sept. 11, 1962, p.21) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 11Sep62; KK168672.
- Financial cabinet security analyst pays personal visit to tire factory. (In Boston traveler, Oct. 8, 1962, p.9) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 8Oct62; KK169544.
- Financial cabinet services superb for safari-goers and stay-at-homes. (In Boston traveler, June 18, 1962, p.7) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 18Jun62; KK167163.
- They're planning major improvements for you at financial cabinet headquarters. (In Boston herald, Oct. 23, 1962, p.26) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 23Oct62; KK169829.
- Trust officer from financial cabinet helps widow work out financial plans. (In Boston traveler, Dec. 3, 1962, p.10) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 3Dec62; KK170362.
- Trust officer from financial cabinet pays helpful visit to out-of-town customers. (In The Boston herald, Sept. 25, 1962, p.15) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 25Sep62; KK169278.
- Visiting midwestern couple rely on financial cabinet investment management service. (In Boston traveler, Nov. 19, 1962, p.3) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 19Nov62; KK170048.
- BOTANY INDUSTRIES, INC. RENAULD OF FRANCE. SEE RENAULD OF FRANCE.
- BOTANY INDUSTRIES, INC. SEA & SKI CO. SEE SEA & SKI CO.
- BOURBON INSTITUTE. ©
Bourbon makes the best summer drinks. Bourbon and cola. (In Look, July 5, 1960) Appl. author: McCann-Erickson, Inc. © 21Jun60; KK167046.
- BOWMAR INSTRUMENT CORP. ©
XYZ Joystick control. (In Electronic design, Sept. 13, 1962, p.107) © 13Sep62; KK169230.
- BOWMAR RECORDS. ©
Bowmar orchestral library. Editor: Lucille Wood. © 9Apr62.
- BOL 51. Animals and circus. KK168902.
- BOL 52. Nature and make believe. KK168901.
- BOL 53. Pictures and patterns. KK168900.
- BOL 54. Marches. KK168899.
- BOL 55. Dances, part I. KK168898.
- BOL 56. Dances, part II. KK168897.
- BOL 57. Fairy tales in music. KK168896.
- BOL 58. Stories in ballet and opera. KK168904.
- BOL 59. Legends in music. KK168905.
- BOL 60. Under many flags. KK168895.
- BOL 61. American scenes. KK168903.
- BOY SCOUTS OF AMERICA. ©
Official Boy Scout miner's tent. No.1410-200. © 15Apr62; KK169183.
- Official Boy Scout tarp tent. No.1426-200. © 15Apr62; KK169182.
- The official Camper Boy Scout tent. No.1416-200. © 15Apr62; KK169180.
- The official Voyageur Boy Scout tent. No.1414-200. © 15Apr62; KK169181.
- The Overnigher Boy Scout tent. No.1415-200. © 15Apr62; KK169184.
- BRADFUTE CORP. ©
Get your free Cash-O card, play Cash-O & win \$100.00 cash. (In The Waco times-herald, Nov. 8, 1962, p.6B-7B) © 8Nov62; KK169943.
- Play Cash-o, it's easy, it's fun. (In The Blade, Toledo, Sept. 12, 1962, p.42-43) © 12Sep62; KK169240.
- Save cash, win cash, play Cash-O. (In The Republican-courier, Findlay, Ohio, Nov. 5, 1962, p.12-13) © 5Nov62; KK169789.
- Thousands of cash prizes ... in P & C's new fun game Magic ticket. (In The Post-standard, Syracuse, N. Y., Oct. 11, 1962, p.20) © 11Oct62; KK169793.
- Thousands of cash prizes, plus S. & H. green stamps. Fisher Foods magic ticket. (In The Journal, Lorain, Ohio, Nov. 14, 1962, p.28-29) © 14Nov62; KK170047.
- Win cash at Chief, play Cash-O. (In Defiance crescent-news, Aug. 29, 1962, p.7) © 29Aug62; KK168628.
- Win cash at Pick-N-Pay. Play the game Cash-O. (In Cleveland press, July 19, 1962, p.B9) © Bradfute Corp.; 19Jul62; KK167532.
- Win cash! Play Cash-o! (In The Evening bulletin, Philadelphia, Sept. 26, 1962, p.43) © 26Sep62; KK169115.
- Win \$1,000 cash ... here's a brand new game for you to play, Treasure card. (In Concord daily monitor & N. H. patriot, Oct. 15, 1962, p.7) © 15Oct62; KK169788.
- BRADLEY (MILTON) CO.
Babar and his friends see-saw game. SEE RANDOM HOUSE, INC.
- Battle-cry, American Heritage game of the Civil War. 4115-X. © 30Mar61; KK166998.
- Bingo. By Adriano Meregalli. Italy. © 1May62; KK168871.
- Boob Tube. SEE HEATTER-QUIGLEY PRODUCTIONS, INC.
- Camouflage, a TV game of fun, skill, and perception. SEE Camouflage, Inc.
- Candy land game. By Adriano Meregalli. Italy. © 1May62; KK168870.
- Candy land. Netherlands. Appl. author: Hausemann & Hotte N.V. © 1Apr62; KK168869.
- Choose a balloon. 5503-X6. Gameboard. © 1Mar62; KK167337.
- Confederate camp at Corinth. For ages 10 to adult. Over 600 interlocking pieces. (American Heritage Civil War series jig saw puzzle, 4101-8) © 10Oct61; KK167343.
- Dial 'n spell. 99 words self teaching. For ages 4 to 8. 4223. © 30Nov61; KK167338.
- Diver Dan tug-o-war game. SEE NATIONAL BROADCASTING CO., INC.
- Driving fun. 5503-X5. Gameboard. © 1Mar62; KK167332.

BRADLEY (MILTON) CO.-Con.

Drummer boy. For ages 10 to adult. Over 600 interlocking pieces. (American Heritage Civil War series jig saw puzzle, 4101-12) © 10Oct61; KK167339.

Fourth Pennsylvania Cavalry. For ages 10 to adults. Over 600 interlocking pieces. (American Heritage Civil War series jig saw puzzle, 4101-10) © 10Oct61; KK167341.

Hills Division at Gettysburg. For ages 10 to adult. Over 600 interlocking pieces. (American Heritage Civil War series jig saw puzzle, 4101-7) © 10Oct61; KK167344.

Jetliner puzzle. For ages 6 to 11. Over 100 extra large interlocking pieces. 4828-10. © 4Jan62; KK167346.

Lee's veterans. For ages 10 to adult. Over 600 interlocking pieces. (American Heritage Civil War series jig saw puzzle, 4101-9) © 10Oct61; KK167342.

Password, as seen on CBS television. SEE PEAK PRODUCTION, INC.

Prison camp at Salisbury. For ages 10 to adult. Over 600 interlocking pieces. (American Heritage Civil War series jig saw puzzle, 4101-11) © 10Oct61; KK167340.

S. S. United States puzzle. For ages 6 to 11. Over 100 extra large interlocking pieces. 4828-11. © 4Jan62; KK167345.

Summit. 4100-X1. © 23Mar61; KK168444.

Summit, the top level game of global strategy. For ages 12 to adult. 4100. © 23Mar61; KK168443.

Take a hike. 5503-X4. Gameboard. © 1Mar62; KK167333.

Toy town. 5503-X3. Gameboard. © 1Mar62; KK167334.

Uncle Wiggily. SEE GARIS, HOWARD R.

With remote control. 5503-X1. © 1Mar62; KK167335.

BREAST-O-CHICKEN TUNA, INC. ©

Everywhere they look, your customers will see Breast O' Chicken Tuna's quality story. (In Nargus bulletin, June 1960, p.93) Appl. author: Westgate-California Corp. © 15Jun60; KK169886.

Who put the oh in tuna? Breast O' Chicken, o' course. (In Everywoman's family circle, July 1959, p.67) Appl. author: Westgate-California Corp. © 1Jul59; KK169441.

BREATH-O-LIFE OXYGEN. ©

The world's first facial contact operated, controlled flow emergency oxygen administration set. Appl. author: Isidor M. Jacobs. © 15Aug62; KK168416.

BRECK (JOHN H.) INC. ©

Beautiful hair, Breck Breckset style setting lotion. 8 fluid ounces. © 3Sep62; KK169589.

Beautiful hair, Breck Tender Glow shampoo, for color treated hair. Contents 1/2 gal. © 4Sep62; KK169590.

BRITISH PUBLICATIONS, INC. ©

A unique Christmas gift that lives all year; special club membership, British magazine of the month. (In The New York times book review, Oct. 14, 1962, p.37) © 14Oct62; KK169265.

BROADVIEW BAKING CO. ©

Danish cookie treats. 2 pounds net wt. Appl. author: John Doubek. © 7Dec62; KK170598.

BROTHER, DAVID. ©

Use stay bald liquid, use scalp glo wax. © 1Sep62; KK169891.

BROWN, GARRETT A. ©

Mammy's Kitchen featuring dee-licious fried chicken. © 10Jul62; KK167758.

BROWN & WILLIAMSON TOBACCO CO. ©

Announcing a new breed of cigarette, Coronet... keeps fresh, longer, in golden Alumidor Pack. (In Evansville courier, Oct. 16, 1962, p.5) © 16Oct62; KK169376.

Announcing the world's newest cigarette, full flavor Coronet in the golden Alumidor pack. (In The Evansville courier, Oct. 30, 1962, p.22-A) © 30Oct62; KK170279.

Come up to Kool, feel extra coolness in your throat. [Head of man & woman] (In Louisville times, Sept. 18, 1962, section 1, p.8) Appl. author: Ted Bates & Co., Inc. © 18Sep62; KK169302.

Come up to Kool, feel extra coolness in your throat. [Head of man] (In Louisville times, Sept. 11, 1962, section 1, p.5) Appl. author: Ted Bates & Co., Inc. © 11Sep62; KK169303.

Come up to Kool, feel extra coolness in your throat. [Head of woman] (In Louisville times, Sept. 25, 1962, section 1, p.7) Appl. author: Ted Bates & Co., Inc. © 25Sep62; KK169301.

Look, man, one hand. Viceroy filter tip cigarettes. (In U. S. news & world report, Oct. 1, 1962) Appl. author: Ted Bates & Co., Inc. © 24Sep62; KK169300.

New from Viceroy. Flat fifties. (In New York times, Feb. 23, 1962, p.2) Appl. author: Ted Bates & Co., Inc. © 23Feb62; KK167647.

Now, Coronet in the golden Alumidor Pack. (In Evansville courier, Sept. 25, 1962, p.20) © 25Sep62; KK169377.

Now in Hartford, Viceroy's new slide-top case, greatest improvement in cigarette packaging. (In Hartford times, June 26, 1962, p.16) Appl. author: Ted Bates & Co., Inc. © 26Jun62; KK169305.

\$1.00 cash refund when you try new Coronet. (In South Bend tribune, Oct. 16, 1962, p.3) © 16Oct62; KK169378.

Open only to students of Yale, Viceroy football contest no.1. (In Yale daily news, Yale University, Sept. 24, 1962, p.7) Appl. author: Ted Bates & Co., Inc. © 24Sep62; KK169304.

BROWN-BRIDGE MILLS, INC. ©

Heat seal label paper, no.60-F Instantaneous. © 12Jul62; KK169630.

BROWN-FORMAN DISTILLERS CORP. ©

Buy now, famous bonded Old Forester in these handy sizes. (In The Philadelphia inquirer, June 21, 1962, p.37) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 21Jun62; KK167827.

Enjoy it at either proof. Old Forester straight bourbon whisky. (In The Philadelphia inquirer, June 27, 1962, p.39) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 27Jun62; KK167832.

Enjoy the true old style Kentucky bourton, Early Times. [Bottle tilted over ice filled glass viewed from above] (In Club executive, June 1962, p.41) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Jun62; KK167848.

Flavor is King. King blended whisky. (In Courier Buffalo express, May 25, 1962, p.18) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 25May62; KK167846.

Share an American tradition, bourbon whisky. Serve Old Forester. (In Newsweek, international, May 28, 1962, p.6. Gt. Brit.) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 28May62; KK168034.

The tall and cool of it. Old Forester Kentucky straight bourbon whisky. (In U. S. news & world report, June 18, 1962, p.3 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 11Jun62; KK167830.

There is nothing better in the market. Old Forester Kentucky straight bourbon whisky. (In Far East club activities magazine, May 1962, p.59. Tokyo) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1May62; KK168033.

To the taverns of America, long may they serve. Early Times Kentucky straight bourbon whisky. (In Bar management, May 1962, p.13) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 15May62; KK167847.

Tonight, light hearted Old Forester 86, lighter in proof, yet hearty in flavor. (In The Plain dealer, Cleveland, June 15, 1962, p.10) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 15Jun62; KK167828.

Tonight, taste the mellow, memorable flavor of Old Forester. (In Chicago daily tribune, June 19, 1962, sports-business, p.3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 19Jun62; KK167829.

Tonight, taste the mellow, memorable flavor of Old Forester. (In Chicago sun-times, June 22, 1962, p.42) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 22Jun62; KK167831.

BROWN SHOE CO. ©

Brownstudy. How to succeed in the shoe business. Vol.2, no.1. Appl. author: Leo Burnett Co., Inc. © 7Sep62; KK168644.

How to look your worst in your best suit. (In Esquire, Nov. 1962, p.159) Appl. author: Leo Burnett Co., Inc. © 18Oct62; KK169326.

Shoe shine boys aren't miracle men. Roblee. (In Esquire, Aug. 1962, p.29) Appl. author: Leo Burnett Co., Inc. © 17Jul62; KK167794.

You should watch your shoes as well as your weight. Roblee. (In True, Sept. 1962, p.13) Appl. author: Leo Burnett Co., Inc. © 16Aug62; KK168645.

You want to look casual, not careless. (In Sports illustrated, Oct. 1, 1962) Appl. author: Leo Burnett Co., Inc. © 27Sep62; KK169327.

BRUCE (E. L.) CO., INC. ©

Is your house safe from this invisible invader? Vapo-Chek. Appl. author: Dewey Brown. © 8Oct62; KK169171.

New Turf-Tint lawn coloring turns brown lawns green. Appl. author: Dewey Brown. © 1Sep62; KK168908.

New Turf-Tint lawn coloring turns brown winter lawns a beautiful spring green. Appl. author: Dewey Brown. © 1Sep62; KK168909.

Tired of seeding, feeding, watering & mowing winter grass? Appl. author: Dewey Brown. © 1Sep62; KK168910.

BRUNSWICK CORP. ZEBCO DIVISION.

No other reel can match a Zebco, famous for bull's-eye casting with never a backlash. (In Life, Mar. 23, 1962, p.R13) © Zebco Division, Brunswick Corp.; 23Mar62; KK167388.

BRYN MAWR-COACHELLA VALLEY GROVES. © Fresher fresh fruit pak. © 18Apr62; KK169594.

BUCH RECORDS, INC. ©
Schussel along with Schnitzel, by Professor Herman F. Schnitzel. BR-3. © 21Nov62; KK170325.
Vunderful goot and Dance me loose. BR 11-45. © 22Jun62; KK167162.

BUDD, R. B. ©
Show this genuine Budd invisible picture. © 16Aug62; KK169188.

BUILD 'N SAVE. ©
Coloroc, decorative rock granules for landscaping and roofing. Net wt. 65 lbs. Appl. author: Whittaker & Wilson Adv. © 12Dec62; KK170636.

BUILD 'N SAVE, INC. ©
Build 'n save. One U. S. standard gallon. © 17Aug62; KK168718.

BULLARD (E. D.) CO. ©
C-P-C, top quality, tough, durable, hats & caps. © 5Apr62; KK168391.
Newest idea in head protection. Multi-purpose Hel/Cap. © 1Jun62; KK168392.
What you should know about Bullard back-up alarms. © 18Jun62; KK168393.

BULLDOG MARINE PRODUCTS, INC. ©
63 Bulldog Marine Products, Inc., leading manufacturer of quality marine products. © 15Sep62; KK170313.

BULOVA WATCH CO., INC. ©
If wishes were watches, there'd be a Bulova on every wrist this Christmas. [Middle aged couple's faces on lid of box] Jet Clipper. (In Look, Dec. 18, 1962, p.77) © 4Dec62; KK170644.
If wishes were watches, there'd be a Bulova on every wrist this Christmas. [Young couple's faces on lid of box] Leading Lady. (In Look, Nov. 20, 1962, p.122) © 6Nov62; KK170646.
New Leading Lady by Bulova. (In Life, Nov. 2, 1962, p.55) © 29Oct62; KK170645.
Now, the first timepiece so astonishingly accurate, you can actually navigate from your wrist, Accutron Astronaut. [Endorsed by Jim Mulcahey] (In Yachting, Aug. 1962, p.79) © 1Aug62; KK168C74.
The pilot flying this X-15 wears Accutron instead of a watch. (In National aeronautics, July-Aug. 1962, p.12) © 15Jul62; KK168555.
Why train crews of major U. S. railroads now wear Accutron instead of a watch. (In Modern railroads, Oct. 1962, p.79) © 1Oct62; KK169489.
Why you should wear Accutron instead of a watch. (In Esquire, Nov. 1962, p.58-59) © 18Oct62; KK169488.

BURGESS-MANNING CO. ©
If you process or pipe air, gas or steam, here are sound investments. (Bulletin no.286) © 10Jun62; KK169440.
Porushair filters. (Bulletin no.600) © 21Sep62; KK169439.

BURGETT, CLARENCE E. ©
Conga, a dice & marble game. © 10Aug62; KK169785.

BURTONITE CO., INC. ©
No.7 non-toxic chemical hydration in dry form. Appl. author: Burton H. Greenwood. © 1Nov62; KK169830.

BUSCH BAVARIAN BEER.
Inspired by Bavaria, brewed for America; drinks good, unusually good. (In Life, Aug. 10, 1962, p.R2-R3) Appl. author: Gardner

Advertising Co. © Busch Bavarian Beer, Anheuser-Busch, Inc.; 10Aug62; KK168291.

BUTLER PAPER PRODUCTS CO. ©
Clearwater lightly salted sweet cream butter. Toast, waffle & sausage. One pound net. (Terr. des. 1009) © 18Dec57; KK168541.
Crystal brand creamery butter. Chicken, beets & greens. One pound net weight. (Terr. des. 1012) © 25Jun58; KK168542.

BUXTON, INC. ©
The famous thin key-tainer that springs open and snaps shut is wearing a necklace this year. Moonstones by Lady Buxton. (In Ladies home journal, Nov. 1962, p.106) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct62; KK169372.
I couldn't find a thing until. Jewel case by Lady Buxton. (In Ladies' home journal, Dec. 1962, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 27Nov62; KK169935.
Lady Buxton introduces the one-finger snap. Petite fleur. (In Seventeen, Aug. 1962, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug62; KK167943.
This is our great big new small change purse. You can own ... the Purse-fold by Lady Buxton. (In McCall's, Nov. 1962, p.195) Appl. author: Doyle Dane Bernbach, Inc. © 24Oct62; KK169553.
This is our very French purse, it's curvier. Star Flowers by Lady Buxton. (In Ladies' home journal, Dec. 1962, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 27Nov62; KK169931.

C

C & D. SEE COOK & DUNN PAINT CORP.

C. & W. CO. ©
Now, remove any wallcovering painted, unpainted, fabric, plastic; Zipaway. © 20Aug62; KK169540.

C. C. A. SEE CHROMIUM CORP. OF AMERICA.

C. E. CO. SEE COMMONWEALTH EDISON CO.

CKC. SEE CHUN KING CORP.

CAHN (BERNARD) CO., INC. ©
Scrabble designer's wallet. Alphabets. Appl. author: Herbert S. Chase. © 1Feb62; KK166995.

CALCIFIC PRODUCTS, INC. ©
Buckskin beans 'n' wieners. Net wt. 12 oz. © 19Jul62; KK167658.

CAL-DAK CO. ©
Clean up on washday work-savers. Appl. author: Zepha Bogert. © 10Dec62; KK170580.

Cut cleaning time in half with Cal-Dak Hydro Jet sweepers. Item no. 2748. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 15Sep62; KK1688C2.

Cuts hosing time, wand-type water broom. Item no.2700. Appl. author: Zepha Bogert. © 12Dec62; KK170578.

Dynasty fiber glass hostess set with clipless trays. Item no.1558. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Jun62; KK167592.

Dynasty fiber glass Roll-A-Rack set with clipless trays. Item no.1548. Appl. author: Zepha Bogert. © Cal-Dak, a.a.d.o. The Cal-Dak Co.; 11May62; KK167028.

Dynasty fiber glass Serv-A-Cart set with clipless trays. Item no.1598. Appl. author: Zepha Bogert. © Cal-Dak, a.a.d.o. Cal-Dak Co.; 11May62; KK167029.

Exclusive, stable forward pull, Satellite hose reels. Item no. 2252. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 15Sep62; KK168803.

Faucet mount hose reel. Item no.2220. Hang tag. Appl. author: Zepha Bogert. © 14Nov62; KK170431.

Let the water do the work, HydroJet water broom. Item no.2736. Appl. author: Zepha Bogert. © 12Dec62; KK170579.

Regency Roll-a-Rack set. Item no.1148. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Jun62; KK167589.

Satellite hose reel, ground mount. Item no.2264. Hang tag. Appl. author: Zepha Bogert. © 14Nov62; KK170429.

Satellite hose reel, hand truck mount. Item no.2262. Hang tag. Appl. author: Zepha Bogert. © 14Nov62; KK170432.

Scandia fiber glass foldable table. Item no.1403. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Jun62; KK167590.

Side-winder, cart type hose reel. Item no.2222. Hang tag. Appl. author: Zepha Bogert. © 14Nov62; KK170430.

Tempo fiber glass Roll-A-Rack set. Item no.1248. Appl. author: Zepha Bogert. © Cal-Dak, a.a.d.o. Cal-Dak Co.; 11May62; KK167030.

Towne House fold-a-way table set. Item no.1643. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Jun62; KK167591.

Towne House foldable tables, fold-a-way table sets. 1603-674. Appl. author: Zepha Bogert. © Cal-Dak, a.a.d.o. Cal-Dak Co.; 25May62; KK167031.

Wall mount, swivel hose reel. Item no.2223. Hang tag. Appl. author: Zepha Bogert. © 14Nov62; KK170433.

The water does the work. Hydro Jet water brooms. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 15Sep62; KK168804.

CALEMARI, H. R.
Save this card, do not penalize your family. SEE STUTZ, ALBERT M.

CALIFORNIA OIL CO. ©
Big free book shows the way to all of Scenicland, U. S. A. Chevron. © 13Jul62; KK169078.

It's free, it's fun, it's for you; Chevron's easy trip guide to Scenicland, U. S. A. © 27Jun62; KK169079.

6 summer weeks left to see sights you've missed in Scenicland, U. S. A. Chevron. © 23Jul62; KK169077.

CALVERT DISTILLERS CO. ©
Bank on Calvert brands to pay daily interest. Calvert Reserve. (In Bar management, June 1960, p.24) © 25May62; KK168423.

CAMOUFLAGE, INC. ©
Camouflage, a TV game of fun, skill, and perception. 4009. By Milton Bradley Co. © 1Jul61; KK166996.

CARDAIR. ©
Check valves for dependable, constant, bubble tight control and positive line pressure. Appl. author: Drennan W. Hart Advertising. © 31Jul62; KK169869.

High pressure steel line unions. Appl. author: Drennan W. Hart Advertising. © 31Jul62; KK169870.

CARDAIR.-Con.

9/16" control valve, angle type, 16,000 PSIG. Appl. author: Drennan W. Hart Advertising. © 31Jul62; KK169872.

9/16" control valve, globe type, 16,000 PSIG. Appl. author: Drennan W. Hart Advertising. © 31Jul62; KK169873.

1" balanced valve, 13,250 PSIG. Appl. author: Drennan W. Hart Advertising. © 31Jul62; KK169871.

CAREY'S PAINT CO.

Paints prepared for desert climate. One gallon. © George W. Carey d.b.a. Carey's Paint Co.; 15Mar62; KK167048.

CARNATION CO. ©

Contented, she has her own individual formula. Evaporated milk. (In Life, Oct. 19, 1962, p.75) Appl. author: A. Culver Boyd, Jr. © 19Oct62; KK169375.

Discover today's Carnation, the milk you can whip like cream, with 1/2 the fat calories. Evaporated milk. (In Life, June 20, 1960, p.15) © 20Jun60; KK167361.

Enter Carnation's spectacular sweepstakes! Win, win, win, cars, cars, cars! (In Life, Oct. 10, 1960, p.118-119) Appl. author: A. Culver Boyd, Jr. © 10Oct60; KK169016.

Never again crumbly burgers. Ham-burgers Hawaiian. Evaporated milk. (In Grit, July 15, 1962, p.13) Appl. author: A. Culver Boyd, Jr. © 15Jul62; KK168046.

New, no-bake pudding cupcakes in a candy crust. Evaporated milk. (In Grit, July 29, 1962, p.13) Appl. author: A. Culver Boyd, Jr. © 29Jul62; KK167680.

New no-cook cocoa cream frosting. Ready in 4 minutes, no cooking, no saucepan, just mix and spread. Evaporated milk. (In Life, Apr. 27, 1962, p.109) Appl. author: A. Culver Boyd, Jr. © 27Apr62; KK167044.

Pumpkin pie, never grainy, always smooth. Evaporated milk. (In Life, Nov. 16, 1962, p.9) Appl. author: A. Culver Boyd, Jr. © 16Nov62; KK170C30.

CARON CORP.

The woman you remember wears Caron. Bellodgia. (In Mademoiselle, Aug. 1962, p.52) © Caron a.a.d.o. Caron Corp.; 26Jul62; KK168038.

The woman you remember wears Caron. Bellodgia. (In Town & country, Nov. 1962, p.61) © Caron a.a.d.o. Caron Corp.; 7Nov62; KK170046.

The woman you remember wears Caron. Fleurs de rocaille de Caron. (In Holiday, Dec. 1962, p.172) © Caron a.a.d.o. Caron Corp.; 15Nov62; KK169792.

The woman you remember wears Caron. Fleurs de rocaille de Caron. (In Vogue, Nov. 15, 1962, p.84) © Caron a.a.d.o. Caron Corp.; 13Nov62; KK169795.

The woman you remember wears Caron. [Woman & Cupid] Nuit de Noel. (In Harper's bazaar, Nov. 1962, p.187) © Caron a.a.d.o. Caron Corp.; 1Nov62; KK169797.

The woman you remember wears Caron. [Woman's face cupped in man's hands] Nuit de Noel. (In Esquire, Dec. 1962, p.79) © Caron a.a.d.o. Caron Corp.; 15Nov62; KK169798.

CARRIER, JACK E. ©

State-O-Rama; fun, educational game. No.360. © 6Sep62; KK168598.

State-o-rama. Gameboard. © 31May62; KK167380.

CARSON, ROBERT GRAHAM. ©

U-D-Tek water leak, toilet tank tester. © 24Aug62; KK168890.

CASA-ORRIO'S PIZZA-HERO CO., INC. ©

Pizza-Hero, big Mike. Net weight 12 ozs. Appl. author: Joseph T. Arciero. © 9Dec62; KK170691.

CASTLETON CHINA, INC.

Independence ironstone. NM: additions & revisions. © Shenango China, Inc., Castleton China, Inc. wholly-owned subsidiary (in notice: Castleton China, Inc.); 8Jan62; KK167322.

CATERPILLAR TRACTOR CO. ©

How to measure undercarriage wear. © 21Nov62; KK170193.

New from Caterpillar, a motor grader cutting edge to solve breakage problems. © 20Jul62; KK168457.

CATHEDRAL GUILD, INC. ©

Cathedral Guild presents all the glowing beauty of giant 7 color stained glass windows. This package contains one nativity. © 10Sep62; KK170066.

CECE CO., INC.

Introducing a new innovation in bath and beauty fashion. Fashion rose puff 'n powder by Cece. Appl. author: Jack Cohan. © 6Mar62; KK167377.

CENTURY BOAT CO. ©

From the Century thoroughbred fleet, the new Coronado 21'. (In Popular boating, Oct. 1962, p.73) Appl. author: Doner-Harrison, Inc. © 27Sep62; KK170556.

CENTURY PRODUCTS, INC. ©

Memo from the tepee of Chief Oogie Wa-Hoo. Puritan baby sitter. (In Juvenile merchandising, Apr. 1962, p.36-37) © 2Apr62; KK167211.

CHAN, STEVE.

Leadership in the competitive fuels industry requires imaginative research. SEE TEXAS GAS TRANSMISSION CORP.

CHANEL, INC. ©

Chanel becomes the woman you are; a perfume is different on different women. No.5. (In Glamour, Nov. 1960) Appl. author: Norman, Craig & Kummel, Inc. © 22Oct60; KK167450.

Chanel No.5 for gift appeal. (In Beauty fashion, Dec. 1962, p.54-55) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct62; KK170576.

Chanel No.5, the most treasured name in perfume, for every moment of every day. (In Beauty fashion, Mar. 1962, p.66-67) Appl. author: Norman, Craig & Kummel, Inc. © 10Mar62; KK167446.

Every woman alive loves Chanel No.5. [Woman & 2 men on carousel] (In Glamour, July 1961, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 22Jul61; KK167448.

Every woman alive wants Chanel No.5. Presentation de luxe. (In The New Yorker, Nov. 5, 1960, p.131) Appl. author: Norman, Craig & Kummel, Inc. © 3Nov60; KK167449.

Every woman alive wants Chanel No.5. Spray cologne and perfume set. (In The New Yorker, Nov. 11, 1961, p.177) Appl. author: Norman, Craig & Kummel, Inc. © 9Nov61; KK167447.

For complete fragrance harmony, new Chanel no.5 oil for the bath. (In Beauty fashion, Sept. 1962, p.72-73) Appl. author: Norman, Craig & Kummel, Inc. © 10Sep62; KK168837.

A gentleman's cologne, Chanel. (In Playboy, Oct. 1962, p.32) Appl. author: Norman, Craig & Kummel, Inc. © 25Sep62; KK168839.

If time stands still when you're standing next to him, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Aug. 1962, p.34) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug62; KK168477.

Summer temptation. Chanel No.5 for the bath. (In Beauty fashion, July 10, 1962, p.40-41) Appl. author: Norman, Craig & Kummel, Inc. © 10Jul62; KK168271.

When being belle of the ball doesn't matter at all, you're ready for Chanel. No.5. (In Seventeen, Oct. 1962, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct62; KK168836.

When you feel like his Christmas angel, you're ready for Chanel No.5. (In Seventeen, Dec. 1962, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 1Dec62; KK170577.

When you play it by heart instead of by ear, you're ready for Chanel. No.5. (In Seventeen, Sept. 1962) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep62; KK169437.

CHANEY, JOHN L. SEE EVER-WEAR SEAL CO.

CHAP STICK CO. ©

For hands that must work, medicated Chap-ans helps heal chapped hands while they're working. (In RN, Sept. 1962, p.102) Appl. author: L. C. Gumbinner Advertising Agency. © 1Sep62; KK169567.

More pharmacists recommend Chap-ans than any other medicated hand cream. (In Drug topics, Oct. 8, 1962, p.49) Appl. author: L. C. Gumbinner Advertising Agency. © 8Oct62; KK169574.

CHEMEX CORP. ©

Newsletter, no.27. By Peter Schlumbohm. © 21Jun62; KK169490.

Newsletter, no.28. By Peter Schlumbohm. © 30Jul62; KK169491.

CHERBERG CO., INC.

By Cherberg. Scarecrow design. NM: "additional pictorial material." © Cherberg, Inc. whose full corporate name is Cherberg Co., Inc.; 31Jan62; KK168352.

Jeune leigue. © Cherberg, Inc. whose full corporate name is Cherberg Co., Inc.; 14Dec61; KK168353.

Please don't eat the shirtdresses. (In The Philadelphia inquirer, Jan. 14, 1962, p.19) © Cherberg, Inc. whose full corporate name is Cherberg Co., Inc.; 14Jan62 (in notice: 1961); KK168351.

CHESEBROUGH-POND'S, INC. ©

Young hands are happy hands. Angel Skin, the young hand lotion by Pond's. (In Redbook magazine, Mar. 1962, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 27Feb62; KK168341.

CHILDREN'S RESEARCH INSTITUTE. ©

Rocks of Arizona. Illus. signed: John W. Gatenby. © 29Jun62; KK167856.

CHIPMAN CHEMICAL CO., INC. ©

Weedez wonder bar lawn weed killer. © 20Sep62; KK169158.

CHRIS-CRAFT CORP. ©

Read how this Chris-Craft Cavalier 25-ft. Custom Cruiser has proved to be a joy to Cavalier dealers. (In The Boating Industry, July 1960, p.143) © 1Jul60; KK169977.

Styling that leads, value that lasts.
New 1960 Chris-Craft cruisers and
yachts. (In Boats, Mar. 1960,
p.39) © 15Feb60; KK168269.

CHROMIUM CORP. OF AMERICA. ©

The sterner stuff. Crodon, the chrome
plate. (Bulletin 65) © 19Nov62;
KK169947.

CHUN KING CORP. ©

Chinese vegetables, with bamboo
shoots. Net weight 1 lb.
© 17Aug62; KK169588.

Chow mein mix, just add fresh celery,
meat and onion. Serves 4. Net
weight 1 lb. © 23Feb62; KK167079.

Egg foo young mix. Net weight
14 5/8 ozs. © 11Nov62; KK170469.

Fried rice mix. Net weight 6 1/2
ozs. © 11Nov62; KK170470.

Jeno's pizza with sausage. Net
weight 1 lb. 1 oz. © 7Sep62;
KK168594.

Living Earth live moss pole.
© 20Jun62; KK167653.

Sukiyaki mix. Net weight 15 1/8 ozs.
© 11Nov62; KK170471.

CHURCH & DWIGHT CO., INC. ©

Beat the heat with fresh-up soda baths.
Get the new family size Arm & Ham-
mer soda bicarbonate. (In Houston
chronicle, June 24, 1962, p.7)
Appl. author: Charles W. Hoyt Co.,
Inc. © 24Jun62; KK167793.

Even better than free. Arm & Hammer
washing soda. (In New York world-
telegram and sun, Sept. 27, 1962,
p.16) Appl. author: Ross Roy, Inc.
© 27Sep62; KK168991.

In 2 shakes, have a more beguiling
smile with professionally accepted
Arm & Hammer soda bicarbonate. (In
This week, Oct. 7, 1962, p.25)
Appl. author: Charles W. Hoyt Co.,
Inc. © 25Sep62; KK169260.

Safe, sure health aid, in 2 shakes
get results with Arm & Hammer soda
bicarbonate. (In Farmer's almanac,
1963, p.3 of cover) Appl. author:
Charles W. Hoyt Co., Inc.
© 22Sep62; KK170035.

Says we, says they; you'll profit
more from bigger soda display.
Arm & Hammer soda bicarbonate.
(In Chain store age, Sept. 1962,
p.155) Appl. author: Charles W.
Hoyt Co., Inc. © 25Aug62;
KK169053.

Use it in good health & beauty aids
sections. Arm & Hammer soda bi-
carbonate. (In Chain store age,
Oct. 1962, p.125) Appl. author:
Charles W. Hoyt Co., Inc.
© 25Sep62; KK169259.

Use soda, gentlest household cleaning
aid. Arm & Hammer baking soda.
(In What's new in home economics,
Apr. 1962, p.5-8) Appl. author:
Charles W. Hoyt Co., Inc.
© 27Mar62; KK167108.

Well established for symptomatic treat-
ment of sunburn. Arm & Hammer soda
bicarbonate. (In Pediatrics, Aug.
1962) Appl. author: Charles W.
Hoyt Co., Inc. © 25Jul62; KK168323.

Wilted? Step into a fresh-up soda
bath. Arm & Hammer. (In McCall's,
Aug. 1962, p.160) Appl. author:
Charles W. Hoyt Co., Inc.
© 24Jul62; KK168002.

CHURCHILL, A. J.

Try me and I will tell you how to
make money for your club or circle.
Kwikleen polishing cloth. © A. J.
Churchill & Charles Hughes; 2Jul62;
KK167254.

CINCINNATI MILLING MACHINE CO. ©

Cutter grinding attachments for
cutter and tool grinders. (Publica-
tion no.2339) © 1Jun62; KK167597.

No.2 universal vise, angle plates,
raising blocks. (Publication no.
M-2340) © 1Jun62; KK167596.

Precision measuring equipment.
Cincinnati no.205-12 MI vertical
milling machine. (Publication
no.M-2335) © 1Jun62; KK167595.

CITY BAKING CO. ©

Rice's king size, white enriched bread.
Weight one pound eight ounces.
© 21Sep62; KK169159.

CITY NATIONAL BANK AND TRUST CO., KANSAS CITY, MO.

Partners. Appl. author: Rufus Crosby
Kemper. © City National Bank and
Trust Co.; 28Jun62; KK168021.

CLAFF (M. B.) & SONS, INC. ©

America's most beautiful shoes.
T331-13. © 17May62; KK168036.

Bata. © 22Jun62; KK169342.

D'Lita. © 31May62; KK167849.

Mary Jane, America's most beautiful
shoes. © 23Apr62; KK168035.

CLAIROL, INC. ©

Because the big salon demand is grow-
ing bigger ... Clairol announces
new 18 ounce economy size Loving
Care. (In Modern beauty shop,
June 1962, p.62-63) Appl. author:
Foote, Cone & Belding. © 25May62;
KK167396.

Big news in Silk & Silver hair color
lotion by Clairol. Now, 18 ounce
economy size. (In American
hairdresser, Sept. 1962, p.17)
Appl. author: Foote, Cone & Belding.
© 20Aug62; KK168701.

The champagne blondes, vintage '62.
Ultra-Blue Lady Clairol Lightener.
(In Harpers bazaar, July 1962, p.33)
Appl. author: Doyle Dane Bernbach,
Inc. © 30May62; KK167559.

El color de su cabello, es o no
natural? Miss Clairol Hair Color
Bath. [Woman & baby in bassinet]
(In Selecciones del Reader's digest,
Aug. 1962, p.15. Ciudad Trujillo)
© 18Jul62; KK169312.

Color y brillo naturales bajo cual-
quier luz. Miss Clairol Hair Color
Bath. (In Selecciones del reader's
digest, June 1962, p.7) © 25May62;
KK167171.

Does she or doesn't she? Crayon.
Creme formula Miss Clairol Hair
Color Bath. (In Life, July 13,
1962, p.18) Appl. author: Foote,
Cone & Belding. © 9Jul62; KK167986.

Does she, or doesn't she? Miss Clairol
Hair Color Bath. [Woman & child
looking through binoculars]
Appl. author: Foote, Cone & Belding.
© 29May62; KK168347.

Does she, or doesn't she? Miss Clairol
Hair Color Bath. [Woman & infant]
Appl. author: Foote, Cone & Belding.
© 6Jun62; KK168348.

Does she, or doesn't she? Miss Clairol
Hair Color Bath. [Woman & little
girl blowing dandelion] Car card.
Appl. author: Foote, Cone & Belding.
© 30Jul62; KK168223.

Does she, or doesn't she? Miss Clairol
Hair Color Bath. [Woman & little
girl holding flower] (In Ebony,
Aug. 1962, p.92) Appl. author:
Foote, Cone & Belding. © 17Jul62;
KK168345.

Does she, or doesn't she? Miss
Clairol Hair Color Bath. [Woman
dressed in terry cloth & baby]
(In Life, Oct. 26, 1962, p.108)
Appl. author: Foote, Cone &
Belding. © 22Oct62; KK170306.

Does she, or doesn't she? [Woman,
freckled boy & autumn leaves; car
card] Creme formula Miss Clairol
Hair Color Bath. © 16Oct62;
KK170080.

Does she, or doesn't she? [Woman,
freckled boy & autumn leaves]
Miss Clairol Hair Color Bath.
(In Life, Sept. 21, 1962, p.18-19)
Appl. author: Foote, Cone &
Belding. © 17Sep62; KK168960.

Estara, o no estara? Miss Clairol
Hair Color Bath. (In Selecciones
del Reader's digest, Sept.
1962, p.23. Mexico City)
© 30Aug62; KK169156.

Estara, o no estara? [Woman & baby]
Miss Clairol Hair Color Bath.
Mexico City. (In Selecciones del
reader's digest, Nov. 1962, p.15)
© 25Oct62; KK170152.

Hate that gray? Wash it away. Now,
color only the gray without changing
your natural hair color. Loving
Care hair color lotion. (In Texas
magazine (Houston chronicle), June
24, 1962, p.13) Appl. author:
Foote, Cone & Belding. © 24Jun62;
KK167093.

How to achieve beautiful new reds
without pre-bleaching. (In Beauty
trade, May 1962, p.4-5) Appl.
author: Foote, Cone & Belding.
© 10May62; KK167987.

Introducing dazzling new shade, the
whitest white. New silvery extra
white no.10 in Silk & Silver hair
color lotion. (In American hair-
dresser, May 1962, p.16-17) Appl.
author: Foote, Cone & Belding.
© 20Apr62; KK167092.

Is it true blondes have more fun?
Jazz composite. Lady Clairol
cremogenized hair lightener. (In
Look, July 31, 1962, p.3 of cover)
Appl. author: Foote, Cone & Belding.
© 17Jul62; KK167989.

Is it true blondes have more fun?
Lady Clairol creme hair lightener.
[Couple at various New York City
landmarks] (In Mademoiselle,
Oct. 1962, p.40) Appl. author:
Foote, Cone & Belding. © 29Sep62;
KK168961.

Is it true, blondes have more fun?
Lady Clairol cremogenized hair
lightener. Jazz festival. (In
Look, July 31, 1962, p.3 of cover)
Appl. author: Foote, Cone & Belding.
© 17Jul62; KK168346.

Is it true blondes have more fun?
Now's the time to find out. Lady
Clairol creme hair lightener.
Lady Clairol summer composite.
(In Look, June 5, 1962, p.62)
Appl. author: Foote, Cone & Belding.
© 22May62; KK167094.

This world-famous hairdresser tells
why you should use a special color-
fast shampoo if you color or lighten
your hair. [Endorsed by Mr.
Kenneth] (In Life, Oct. 5, 1962,
p.10) Appl. author: Foote, Cone &
Belding. © 10Oct62; KK169412.

This world-famous hairdresser tells
why you should use a special color-
fast shampoo if you color or
lighten your hair. Michel Kazan.
(In Life, Aug. 31, 1962, p.1)
Appl. author: Foote, Cone & Belding.
© 27Aug62; KK168702.

This world-famous hairdresser tells
you why you should use a special
colorfast shampoo if you color or
lighten your hair. [Endorsed by
George Masters] (In Life, Oct. 26,
1962, p.1) Appl. author: Foote,
Cone & Belding. © 22Oct62;
KK170305.

What have you done for yourself
lately? (In American hairdresser,
Sept. 1962, p.13-17) Appl. author:
Foote, Cone & Belding. © 20Aug62;
KK168703.

What have you done for yourself lately
to feed the kitty? Let's ask Pat
Westmore: What Hollywood hints can
profit the average beauty salon?
Creme Toner. (In American hair-
dresser, Aug. 1962, p.9-12) Appl.
author: Foote, Cone & Belding.
© 20Jul62; KK168343.

CLAIROL, INC.-Con.

What have you done for yourself lately to feed the kitty? See what Pat Westmore is doing. Creme Toner. (In American hairdresser, Aug. 1962, p.9-13) Appl. author: Foote, Cone & Belding. © 20Jul62; KK168700.

What have you done for yourself lately to make your profits grow? See what William Clarke is doing. (In American hairdresser, July 1962, p.13-16) Appl. author: Foote, Cone & Belding. © 20Jun62; KK167988.

What have you done for yourself lately to make your traffic more profitable? Miss Clairol. (In American hairdresser, Nov. 1962) Appl. author: Foote, Cone & Belding. © 20Oct62; KK170307.

What have you done for yourself lately to read extra profits into your business? Eyeglasses. (In American hairdresser, Oct. 1962, p.11-14) Appl. author: Foote, Cone & Belding. © 20Sep62; KK168963.

What have you done for yourself lately to ring up more profits? Endorsed by Gene Shacove. (In American hairdresser, June 1962, p.9-11) Appl. author: Foote, Cone & Belding. © 20May62; KK167397.

Your students learn haircoloring at its best when they learn with Clairol. Miss Clairol Hair Color Bath. (In National beauty school journal and beauty school management, June 1962, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Jun62; KK167607.

CLAMAGE INDUSTRIES, LTD.

Design it kit, instructions. © Clamage Industries, Ltd., solely owned by Robert R. Clamage; 18Oct62; KK169840.

CLARK, C. M.

You asked for it. © C. M. Clark & C. M. Clark Co.; 15Aug62; KK170280.

CLARK (C. M.) CO.

You asked for it. SEE CLARK, C. M.

CLARK (C. M.) CO. SEE EARMASER.

CLAYTON (A. C.) PRINTING CO. ©

Giver Bros. Carton size 12x6x3 3/8--7/8" lid. © 9May61; KK167661.

CLEEK, C. L.

Code-gun blinker lite. © C. L. Cleek d.b.a. C. L. Cleek Products; 27Sep62; KK170056.

CLEMENTS, SHIRLEY. ©

Bess Myerson makes sewing easy. Complete sewing instruction course on two L.P. records. © 19Jul61; KK167156.

CLOROBEN CHEMICAL CORP. ©

New, revolutionary, Cloroben's 1-2 KO punch. © 21Nov62; KK170188.

Unbeatable pair. Drain Purge. © 17Nov62; KK170189.

CLOROX CO. ©

Clorox does more than whiten, Clorox gives you a cleaner wash 3 ways. (In The Lima citizen, Sept. 5, 1962, p.4) Appl. author: Honig-Cooper & Harrington. © 5Sep62; KK169945.

Split-shirt test shows why your suds need the added cleaning power of Clorox. (In Parents' magazine, Sept. 1962, p.15) Appl. author: Honig-Cooper & Harrington. © 1Sep62; KK169113.

CLUB DISTILLING CO. ©

Introducing the Club cocktails in 3/4 qt. bottles & 1/2 pt. aluminum cans. (In Arizona beverage journal, Oct. 1962, p.3) Appl. author: Benton & Bowles, Inc. © 28Sep62; KK169716.

CLYDE PRINT. CO.

Free with this package of New Era potato chips, highway travel fun. © John V. Woulfe, Jr. d.b.a. Clyde Print. Co.; 15Jun62; KK168857.

Highway travel fun, ghost. © John V. Woulfe, Jr. d.b.a. Clyde Printing Co.; 15Jun62; KK168713.

Highway travel fun. Pictures. © John V. Woulfe, Jr. d.b.a. Clyde Printing Co.; 15Jun62; KK168714.

COASTAL VALLEY CANNING CO. ©

Ortega red chile sauce. Net weight 10 oz. © 8May62; KK168005.

Ortega taco sauce. Net wt. 7 oz. or 198 grams. © 18Oct62; KK170285.

Snap-E-Tom tomato-chile sauce. Net wt. 10 oz. or 283 grams. © 26Oct62; KK169988.

COCA-COLA CO. ©

Big lift. Hero sandwich. Appl. author: McCann-Erickson. © 1Nov62; KK169651.

Big value king. Girl artist. Appl. author: McCann-Erickson, Inc. © 1Oct62; KK169650.

Coca-Cola. Santa Claus & toy helicopter. (In Boy's life, Dec. 1962, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 25Nov62; KK170191.

Coke means only Coca-Cola, and Coca-Cola means only Coke. (In Life, Aug. 24, 1962) Appl. author: McCann-Erickson, Inc. © 20Aug62; KK169768.

Coke with food; everything's bigger in 1960. (In Chain store age, Feb. 1960, p.106-109) © 30Jan60; KK168041.

Enjoy the lively life of Coke. Couple and paint can. (In Sepia, Nov. 1962) Appl. author: McCann-Erickson, Inc. © 5Oct62; KK169775.

Enjoy the lively life of Coke. Lute player. (In Sepia, Dec. 1962) Appl. author: McCann-Erickson, Inc. © 5Nov62; KK169648.

Enjoy the lively life of Coke. Picnic couple. (In Sepia, Sept. 1962) Appl. author: McCann-Erickson, Inc. © 6Aug62; KK169776.

Hot foods call for ice-cold Coke. Barbecued spare-ribs. (In Sunset, Aug. 1962, p.127) Appl. author: McCann-Erickson, Inc. © 25Jul62; KK169769.

Ice cold Coke right now. Coke bottle in igloo. (In Life, Aug. 3, 1962) Appl. author: McCann-Erickson, Inc. © 30Jul62; KK169767.

In every brilliant burst of light, every beat of a rolling drum... America pauses to celebrate the 4th of July. Coca-Cola. (In Life, June 29, 1962) Appl. author: McCann-Erickson, Inc. © 25Jun62; KK167146.

King-size Coke gives you that refreshing new feeling. Bottle in snow. (In Saturday evening post, July 14-21, 1962) Appl. author: McCann-Erickson, Inc. © 10Jul62; KK169774.

The longer she stays, the more she spends. (In Nargus bulletin, June 1960, p.83) © 5Jun60; KK168285.

Now, for that refreshing new feeling. Tennis scene. (In Life, July 13, 1962) Appl. author: McCann-Erickson, Inc. © 9Jul62; KK169777.

Only Coca-Cola gives you that refreshing new feeling. Bottle pouring into glass. (In Look, Sept. 25, 1962) Appl. author: McCann-Erickson, Inc. © 11Sep62; KK169772.

Only Coca-Cola gives you that refreshing new feeling. Raccoon at brook. (In Boy's life, Aug. 1962) Appl. author: McCann-Erickson, Inc. © 25Jul62; KK169771.

Only Coke gives you that refreshing new feeling. Couple in new apartment. (In Life, Sept. 28, 1962) Appl. author: McCann-Erickson, Inc. © 25Sep62; KK169773.

Only Coke gives you that refreshing new feeling. Women shoppers. (In Good housekeeping, Nov. 1962, p.165) Appl. author: McCann-Erickson, Inc. © 18Oct62; KK169649.

Ready, set, Coke. Gymnasium scene. (In Seventeen, Aug. 1962, p.233) Appl. author: McCann-Erickson, Inc. © 1Aug62; KK169770.

Refreshing new feeling. Two heads at pool. Appl. author: McCann-Erickson, Inc. © 1Sep62; KK170082.

Refreshing new feeling, zing. Girl in pool. Appl. author: McCann-Erickson, Inc. © Coca-Cola Co.; 1Aug62; KK167908.

Serves you right for not serving Coke first. (In Senior scholastic, Oct. 17, 1962, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 15Oct62; KK169647.

Two's company, get the lively company of the really great refreshment. Couple at dance. (In Seventeen, June 1962, p.127) Appl. author: McCann-Erickson, Inc. © 1Jun62; KK167148.

Ughhhh, ohhhh, ahhhhhh, get the refreshing new feeling. Boy Scouts in tug of war contest. (In Boy's life, July 1962, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Jun62; KK167147.

You'll favor any flavor in a float with Coke. Appl. author: McCann-Erickson, Inc. © 13Jun62; KK167145.

Zing, big value king. Cold bottle & glass in snow. Appl. author: McCann-Erickson, Inc. © 2Jul62; KK167241.

COCKLE VENTILATOR CO., INC. ©

Modern ventilation for commercial kitchens, Pledgaire. © 26Feb62; KK167438.

COLE OF CALIFORNIA, INC. ©

Cole brings Tahiti to the beach. Have your own island paradise. (In Life, May 23, 1960, p.68) © 23May62; KK169023.

Girls were made for brown. (In California stylist, Apr. 1962, p.12-13) Appl. author: McCann-Erickson, Inc. © 7Apr62; KK168055.

Sun, or none. (In Seventeen, June 1960, p.122) © 1Jun60; KK168619.

COLGATE PALMOLIVE CO. ©

Colgate announces a soap to suit the different moisture needs of each skin type. Choice. (In Life, Aug. 10, 1962, p.R-2) Appl. author: Ted Bates & Co., Inc. © 6Aug62; KK168559.

Colgate announces new Choice soap in 3 formulas for the 3 skin types, at last you can choose the soap formula that suits your skin's moisture needs. (In Look, Nov. 20, 1962, p.76-F) Appl. author: Ted Bates & Co., Inc. © 5Nov62; KK170443.

What's happened to Halo? Plenty! New full body Halo. (In Fort Wayne news-sentinel, Sept. 25, 1962, p.50) © 25Sep62; KK169010.

COLONIA, INC. ©

Men's classic eau de cologne. 2 fl. oz. © 11Sep62; KK169524.

COLOR TILE OF COLORADO, INC. ©

Tired of living without tile in your kitchen, bathroom, basement? (In The Denver post, Sept. 16, 1962, p.24A) © 16Sep62; KK169310.

COLORHELM, INC. ©

21st Colorhelm summary, five times more penetrating. Appl. author: Joseph P. Gaugler. © 14Feb62; KK167599.

COLUMBIA RECORD CLUB, INC. ©

Special 5th anniversary offer, Columbia Record Club offers new members a choice of long-playing 12" records from every field of music, any 5. (In Look, Nov. 22, 1960, p.6-9) NM: additions. © 8Nov60; KK170454.

COLUMBUS PLASTIC PRODUCTS, INC. ©

Lacecraft ideas for pleasure and profit with laundry-free Lustr Ware. Plastic lace doilies, place mats, coasters. Appl. author: Perry Bachelder. © 1Aug62; KK168420.

COMER, EUGENE M.

Junior FBI fingerprinting kit. SEE IDENTIFIER CO. OF AMERICA.

COMERFORD MANUFACTURING CO, INC. ©

The Comco approach to metalworking production. Springs. © 14May62; KK167274.

COMET RICE MILLS, INC. ©

Adolphus longer grain rice. 12 ozs. net. © 4Dec61; KK167547.

Comet, the modern rice, the only enriched and vitafied rice, presents the Comet rice ten day-ten pound diet. © 31Jan62; KK167550.

Cometa arroz, brillante, fortificado. 3 lbs. net. © 4Dec61; KK167545.

Enriched longrain rice. 12 ozs. net. © 4Dec61; KK167548.

Enriched regular rice. 12 ozs. net wt. © 4Dec61; KK168322.

Peacock perfection rice. 12 oz. © 4Dec61; KK167551.

Pre-fluffed rice, American grown giant grain. 14 ozs. © 28Dec61; KK167552.

Wonder extra white rice. 12 oz. net. © 4Dec61; KK167549.

Wonder long grain rice. 2 full pounds net. © 4Dec61; KK167546.

COMMER (DICK) ADVERTISING. ©

Bee Line route map and schedule. Appl. author: Dick Comer. © 10Sep62; KK169081.

COMMONWEALTH EDISON CO.

Homes of living light. (In Chicago's American, Sept. 16, 1962, pt.3, p.39) © Commonwealth Edison Co. k.a. Commonwealth Edison - Public Service Co.; 16Sep62; KK169275.

Why put it off? Buy your electric dryer now, save \$20 extra. Save ... 1000 loads free. (In Chicago tribune, Oct. 1, 1962, pt.3, p.12) © Commonwealth Edison Co. k.a. Commonwealth Edison - Public Service Co.; 10Oct62; KK169274.

COMMUNITY HOTEL CO. OF YORK, PA. SEE HOTEL YORKTOWNE, YORK, PA.**THE COMPANY FOR YOUNG SALESMEN. ©**

Young salesman's glue. © 14Jun62; KK167376.

COMPTONE CO., LTD. ©

VueMor winter-wear sunglasses. Appl. author: Leo Bernstein. © 27Jun62; KK167229.

CONGOLEUM-NAIRN, INC. ©

A brand new fabric, a brand new promotion. Loomweave rugs & carpets. (In Home furnishings daily, Oct. 9, 1962, p.21) © 9Oct62; KK169473.

The hot mill that's getting hotter. Loomweave rugs & carpets. (In Home furnishings daily, June 11, 1962, p.39) © 11Jun62; KK168482.

How to succeed by really trying. Loomweave. (In Modern floor coverings, directory issue, Apr. 1962, p.31) © 14May62; KK167656.

CONSOLIDATED CIGAR CORP. ©

The only part of an El Producto that isn't naturally mild, but the cigar itself, tobacco doesn't come any milder. (In United States tobacco journal, June 28, 1962, p.7) © 28Jun62; KK167264.

CONSOLIDATED MANUFACTURERS.

Congratulations, you have won one of our second prize awards in our Betsy Lee rocker contest. © Consolidated Manufacturers, whose sole owner is Guy E. Weir. (in notice: Consolidated Mfg.); 3Dec61; KK168591.

CONTINENTAL BAKING CO., INC. ©

Here's a bread improvement you can actually see, new Wonder soft whirled has no holes, looks like cake. (In Chicago defender, Jan. 27, 1962-Feb. 2, 1962, p.17) Appl. author: Ted Bates & Co., Inc. © 27Jan62; KK167352.

CONTINENTAL-EMSCO CO.

Heater treater with exclusive Hoil U-Flow design makes short work of hard-to-handle, low gravity crudes. (In The Oil and gas journal, Sept. 17, 1962, p.12-13) © Continental-Emsco Co., a division of Youngstown Sheet & Tube Co.; 15Sep62; KK170225.

Pump shop service with the engineered extras. (In The Oil & gas journal, Nov. 5, 1962, p.38-39) © Continental-Emsco Co., a division of the Youngstown Sheet & Tube Co.; 3Nov62; KK170165.

CONTINENTAL MERCHANDISE CO., INC. ©

Better tone quality, performance, durability, plus one year guarantee. Radios. © 22Aug62; KK168437. Globemaster 4 band portable transistor shortwave receiver, battery or AC operation. TR 823. © 1Feb62; KK168372.

Transceiver, TRC-1036 two-way radio telephone. © 2Apr62; KK168284.

CONTINENTAL OIL CO. ©

Friendly as the west; Conoco, hottest brand going. (In Life, Aug. 17, 1962, p.77) © 17Aug62; KK168668.

Friendly as the West. Dealer, boy, & collie. (In Reader's digest, south west ed., June 1962, p.26H) © 22May62; KK167246.

Friendly neighbor you can count on. Conoco. (In Life, Sept. 7, 1962, p.R3) © 7Sep62; KK168721.

Friendly neighbor you can count on; your Conoco dealer is your cold weather friend. (In Life, Oct. 12, 1962, p.92) © 12Oct62; KK169482.

High flying Conoco customers. (In Airlift, May 1962, p.8) © 1May62; KK167244.

Not one major overhaul in 22 years, thanks to Conoco. [Endorsed by Loren Briscoe] (In Montana farmer stockman, Aug. 1, 1962, p.36) © 1Aug62; KK169480.

See more of America's scenic wonders on your trip to the Seattle World's Fair. Conoco. (In Life, July 6, 1962, p.7) © 6Jul62; KK168667.

Wanted, you as a friend for Conoco. Conoco sweepstakes. (In The Denver post, May 15, 1962, p.46) © 15May62; KK167245.

What's up? Conoco. (In The Denver post, Oct. 2, 1962, p.18) © 2Oct62; KK169481.

A year of progress. (In The New York times, Apr. 23, 1962, p.43) © 23Apr62; KK167243.

COOK (LOREN) CO. ©

Loren Cook presents Spun-Tier, a new family of roof ventilator styles.

(In Heating, piping & air conditioning, Oct. 1962, p.226) © 10Oct62; KK169885.

COOK & DUNN PAINT CORP. ©

Marine; painting's fun with Cook & Dunn. © 25Jun62; KK169145.

COOPER (CHARLES E.) INC. ©

Almanac; a history of fine design, ideas and finished art since 1936. © 1Jul62; KK169549.

Problems? Designed & illustrated by Murray Tinkelman. © 1May62; KK169548.

CORNING FIBRE BOX CORP. ©

Lodge on the Green doggie dinner. © 10Oct62; KK169217

COSCO (HAMILTON), INC. ©

New, economical plan-a-room units multiply your space use, beautifully. Plan-A-Room furniture. (In Dayton daily news, July 8, 1962, p.14) © 8Aug62; KK168098.

Plan-a-room furniture lets you get the most out of living space for so little cost. Companion group. ET-74. © 28Jun62; KK167330.

COSMAIR, INC. ©

The fabulous French secret, hair colours by L'Oreal of Paris, found only in the finest beauty salons. (In Harper's bazaar, Apr. 1960, p.103) © 31Mar60; KK167472.

COTY, INC. ©

Coty unclouds color and your lips come out of the shade. Pure Brights. (In Vogue, Mar. 1, 1962, p.25) © 1Mar62; KK167735.

Hot browns, cool browns, golden browns with no brassy or orangey tones ever. Hair color rise. Instant Radiance. (In Vogue, Mar. 1, 1962, p.54) © 1Mar62; KK167736.

Now, a lasting make-up that flows on and blends like a second skin. Light and Lovely. (In Vogue, Mar. 1, 1962, p.36) NM: "new text matter." © 1Mar62; KK168715.

COUNTRY CHEF. ©

Secrets under his hat. Appl. author: Mrs. Harry J. Shelton, Jr. © 22Oct62; KK170033.

COUSINS, INC. ©

I sak, you sak, we all sak, with I-Sak Ice. © 15Oct62; KK170040.

COVENTRY (SARAH) INC. ©

The priceless look of beauty is seldom a matter of price. (In Harper's bazaar, Dec. 1962, p.54) Appl. author: Rumrill Co., Inc. © 1Dec62; KK170449.

The priceless look of beauty is seldom a matter of price. (In McCall's, Nov. 1962, p.88) Appl. author: Rumrill Co., Inc. © 24Oct62; KK169577.

CRAMER-KRASSELT CO. ©

Fresh new concepts in outdoor posters for financial institutions. (CK series 500) © 19Sep62; KK168990.

CREAMETTE CO. ©

Cool salads. Macaroni. (In St. Paul pioneer press, June 4, 1962) Appl. author: Martin-Williams, Inc. © 4Jun62; KK168488.

CREATIVE PLAYTHINGS, INC. ©

The learning center. © 15Feb62; KK167452.

CROTON WATCH CO. ©

Dr. Croton hypos your Christmas sales with the most sparkling diamond watch promotion ever. (In Northwestern jeweler, Aug. 1962, p.4-5) Appl. author: L. C. Gumbinner Advertising Agency. © 10Aug62; KK168331.

Dr. Croton's magic box, it saves you time, it saves you money. Croton watch. (In Pacific goldsmith, June 1962, p.25) Appl. author: L. C. Gumbinner Advertising Agency. © 10Jun62; KK167255.

CROWN ADVERTISING SERVICE CO. © Freezer fresh. No.16 Lily. 1 pint liq. © 16Apr62; KK169258.

CROWN BEVERAGE CO., INC. © Moctezuma beer, Mexico's finest. [Benito leading laden donkey] Private mailing card © 3Aug62; KK168847.

CROWN ZELLERBACH CORP. © Better printing at less cost; why all new, roll blade Publischeen means better printing at less cost. © 15Feb62; KK167840.

Better printing at less cost with all new Publischeen. © 15Feb62; KK167841.

Breaded cut okra. Stock 572. © 28Jun62; KK167748.

Cooked squash. Stock 1137. © 28Jun62; KK167749.

An empty tank may bring them in but you bring them back with service. © 9Sep62; KK169940.

Fish sticks. Stock 487. © 27Mar62; KK167751.

Good service makes people sit up and take notice. © 9Sep62; KK169941.

Level but not smooth, smooth but not level. Have you tried level smooth Surfa-gloss? © 10Apr62; KK167838.

Level, but not smooth; smooth, but not level. Surfa/Gloss. (In Inland printer, Aug. 1962, p.6-7) © 1Aug62; KK169881.

Litholinn; all new, double coated Litholinn and Lithosheen represent a major advance in fine papermaking. (In Western advertising week, June 18, 1962, p.14-15) © 18Jun62; KK169880.

Litholinn; America's most colorful city comes through, even in black and white, on all new, double coated Litholinn. (In Western advertising, Oct. 1962, p.36-37) © 10Oct62; KK169878.

Lithosheen; making beautiful pictures together, Leslie Salt and all new, double coated Lithosheen. (In Western advertising, Sept. 1962, p.36-37) © 1Sep62; KK169879.

Mixed vegetables. Stock 1136. © 29May62; KK167750.

People respect a man who knows his business, and service shows that you know yours. © 9Sep62; KK169939.

Presenting 2 great new stars in the spotlight. Lithosheen & Litholinn. © 11Jun62; KK167791.

Publischeen has a new, whiter, brighter color and a premium level smooth printing surface. (In Western printer & lithographer, Mar. 1962, p.12-13) © 1Mar62; KK167837.

Silk napkins. 60 white. © 8Feb62; KK167747.

You can save up to 16% on paper and postage. Level smooth Surfa/gloss. © 10Apr62; KK167839.

You can save up to 16% on paper costs. Isn't it time you switched to Surfa/gloss? © 10Apr62; KK167842.

Zee king size napkins. Swirl design. 50 extra large. © 21Mar62; KK167752.

DAIRYMEN'S LEAGUE CO-OPERATIVE ASSN., INC. ©

Dairyalea chocolate flavor coated ice cream bar. 3 fl. ozs. Appl. author: Raymond F. Peasback. © 31Jul62; KK167302.

Twin polar pop, Dairyalea. (Dairyalea twin polar pop) 3 fl. ozs. Appl. author: Raymond F. Peasback. © 31Jul61; KK167301.

DAIRYPAK BUTLER, INC. ©

All-purpose flavor. Handy-Serv. One half gallon liquid, bulk style. (Des. 1045) © 13Feb61; KK168771.

All-purpose flavor. Handy-Serv. One half gallon liquid. (Des. 1047) © 21Jul61; KK168774.

All purpose flavor. (Terr. des. 1037) © 29Mar60; KK168220.

All purpose flavor. (Terr. des. 1038) © 20Apr60; KK168204.

All-purpose fruit. Handy-Serv. Half gallon liquid. (Terr. des. 1031) © 18Feb60; KK168787.

All-purpose fruit. Handy-Serv. (Terr. des. 1042) © 20Dec60; KK168143.

All purpose fruit. (Terr. des. 1037) © 29Mar60; KK168217.

All purpose fruit. (Terr. des. 1038) © 20Apr60; KK168211.

All-purpose fruit. (Territorial design 1049) © 1Dec61; KK167779.

All-purpose nut. Handy-Serv. Half gallon liquid. (Terr. des. 1031) © 18Feb60; KK168789.

All-purpose nut. Handy-Serv. One half gallon liquid. (Des. 1047) © 21Jul61; KK168778.

All-purpose nut. Handy-Serv. (Terr. des. 1042) © 20Mar61; KK168144.

All purpose nut. (Terr. des. 1037) © 29Mar60; KK168214.

All purpose nut. (Terr. des. 1038) © 20Apr60; KK168207.

All-purpose nut. (Territorial design 1049) © 1Dec61; KK167784.

All-purpose ripple. Handy-Serv. One half gallon liquid. (Des. 1047) © 21Jul61; KK168772.

All-purpose ripple. Handy-Serv. (Terr. des. 1041) © 25Nov60; KK168740.

All purpose ripple. (Terr. des. 1037) © 29Mar60; KK168221.

All purpose ripple. (Terr. des. 1038) © 20Apr60; KK168208.

All-purpose ripple. (Territorial design 1049) © 1Dec61; KK167778.

All-purpose sherbet. Handy-Serv. Half gallon liquid. (Terr. des. 1031) © 18Feb60; KK168788.

All-purpose sherbet. Handy-Serv. One half gallon liquid. (Des. 1047) © 21Jul61; KK168773.

All-purpose sherbet. Handy-Serv. (Terr. des. 1037) © 29Mar60; KK168544.

All-purpose sherbet. Handy-Serv. (Terr. des. 1041) © 25Nov60; KK168739.

All-purpose sherbet. Handy-Serv. (Terr. des. 1042) © 20Dec60; KK168142.

Blue Ribbon new, frozen dairy dessert, ice milk; neapolitan. Handy-Serv. One half gallon liquid. (Terr. des. 1022) © 3Jun59; KK168751.

Bonded, smooth ice cream; butter pecan. All-purpose nut. Handy-Serv. Half gallon liquid. (Terr. des. 1041) © 25Nov60; KK168742.

Boswell's frostene banana nut. All-purpose nut. Handy-Serv. Half gallon liquid. (Terr. des. 1029) © 15Dec59; KK168744.

Buttercup brand sweet cream butter. One pound net. (Terr. des. 1051) © 13Jul62; KK168213.

Cherry vanilla. Handy-Serv. Half gallon liquid. (Terr. des. 1031) © 18Feb60; KK168791.

Chocolate. Handy-Serv. Half gallon liquid. (Terr. des. 1031) © 18Feb60; KK168784.

Chocolate. Handy-Serv. One half gallon liquid, bulk style. (Des. 1045) © 13Feb61; KK168769.

Chocolate. Handy-Serv. One half gallon liquid. (Des. 1047) © 21Jul61; KK168776.

Chocolate. Handy-Serv. (Terr. des. 1041) © 25Nov60; KK168737.

Chocolate. Handy-Serv. (Terr. des. 1042) © 20Dec60; KK168139.

Chocolate. (Terr. des. 1037) © 29Mar60; KK168218.

Chocolate. (Terr. des. 1038) © 20Apr60; KK168206.

Chocolate. (Territorial design 1049) © 1Dec61; KK167783.

Chocolate ripple. Handy-Serv. Half gallon liquid. (Terr. des. 1031) © 18Feb60; KK168790.

Coffee. Handy-Serv. Half gallon liquid. (Terr. des. 1031) © 18Feb60; KK168793.

Dairy Fresh brand hi/lo strawberry ice milk. Handy-Serv. One half gallon liquid. (Terr. des. 1022) © 15Mar60; KK168750.

Dakota gold ice cream. All-purpose fruit. Handy-Serv. Half gallon liquid. (Terr. des. 1029 SD) © 20Dec60; KK168797.

Dutch Mill ice cream, vanilla-strawberry. Handy-Serv. One half gallon liquid. (Terr. des. 1042) © 20Mar61; KK168145.

Dutch Treat ice cream, neapolitan. Handy-Serv. Half gallon liquid. (Terr. des. 1042) © 20Dec60; KK168141.

Family pac, bulk style. All-purpose flavor. Handy-Serv. One half gallon liquid. (Des. 1028) © 14Oct59; KK168763.

Family pac, bulk style. All purpose ripple. Handy-Serv. One half gallon liquid. (Des. 1028) © 14Oct59; KK168767.

Family pac, bulk style. Chocolate. Handy-Serv. One half gallon liquid. (Des. 1028) © 14Oct59; KK168765.

Family pac, bulk style. Strawberry. Handy-Serv. One half gallon liquid. (Des. 1028) © 14Oct59; KK168766.

Family pac, bulk style. Vanilla. Handy-Serv. One half gallon liquid. (Des. 1028) © 14Oct59; KK168764.

Neapolitan. Handy-Serv. Half gallon liquid. (Terr. des. 1031) © 18Feb60; KK168786.

Neapolitan. Handy-Serv. (Terr. des. 1041) © 25Nov60; KK168741.

Neapolitan. (Terr. des. 1037) © 29Mar60; KK168216.

Neapolitan. (Terr. des. 1038) © 20Apr60; KK168210.

Neapolitan. (Territorial design 1049) © 1Dec61; KK167780.

Parkerhouse ice cream. All-purpose fruit. Handy-Serv. Half gallon liquid. (Terr. des. 1041) © 25Nov60; KK168743.

Peach. Handy-Serv. Half gallon liquid. (Terr. des. 1031) © 18Feb60; KK168792.

Rolls and butter. (Terr. des. 1056) © 14Feb62; KK168543.

Scotchman ice milk, chocolate. One half gallon liquid. (Terr. des. 1059) © 25May62; KK168212.

Shaver's ice cream, butter brickle. All-purpose nut. Handy-Serv. Half gallon liquid. (Terr. des. 1029 SD) © 16Jan61; KK168795.

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D. C. A. SEE COMMER (DICK) ADVERTISING.

D. L. C. A. SEE DAIRYMEN'S LEAGUE CO-OPERATIVE ASSN., INC.

Shaver's ice cream, strawberry.
Handy-Serv. Half gallon liquid.
(Terr. des. 1029 SD) © 16Jan61;
KK168800.

Shaver's ice cream, vanilla. Handy-Serv. Half gallon liquid.
(Terr. des. 1029 SD) © 16Jan61;
KK168801.

Sorge ice milk, chocolate. Handy-Serv. Half gallon liquid.
(Terr. des. 1029 SD) © 20Dec60;
KK168799.

Strawberry. Handy-Serv. Half gallon liquid. (Terr. des. 1031)
© 18Feb60; KK168785.

Strawberry. Handy-Serv. One half gallon liquid, bulk style.
(Des. 1045) © 13Feb61; KK168770.

Strawberry. Handy-Serv. One half gallon liquid. (Des. 1047)
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Strawberry. Handy-Serv. (Terr. des. 1041) © 25Nov60; KK168736.

Strawberry. Handy-Serv. (Terr. des. 1042) © 20Dec60; KK168140.

Strawberry. (Terr. des. 1037)
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Strawberry. (Terr. des. 1038)
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Strawberry. (Territorial design 1049)
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Strawberry ripple. Handy-Serv. Half gallon liquid. (Terr. des. 1031) © 18Feb60; KK168794.

Tops in ice cream, fudge ripple. All-purpose ripple. Handy-Serv. Half gallon liquid. (Terr. des. 1029 SD) © 16Jan61; KK168796.

Tops in ice cream, neapolitan. Handy-Serv. Half gallon liquid. (Terr. des. 1029 SD) © 16Jan61; KK168798.

Vanilla. Handy-Serv. Half gallon liquid. (Terr. des. 1031)
© 18Feb60; KK168783.

Vanilla. Handy-Serv. One half gallon liquid, bulk style. (Des. 1045) © 13Feb61; KK168768.

Vanilla. Handy-Serv. One half gallon liquid. (Des. 1047)
© 21Jul61; KK168775.

Vanilla. Handy-Serv. (Terr. des. 1041) © 25Nov60; KK168738.

Vanilla. Handy-Serv. (Terr. des. 1042) © 20Dec60; KK168138.

Vanilla. (Terr. des. 1037)
© 29Mar60; KK168219.

Vanilla. (Terr. des. 1038) © 20Apr60;
KK168205.

Vanilla. (Territorial design 1049)
© 1Dec61; KK167782.

Your brand ice cream; all-purpose. Handy-Serv. Half gallon liquid. (Terr. des. 1029) © 15Dec59;
KK168749.

Your brand ice cream cherry vanilla. (Territorial design 1050) © 14Feb62;
KK167785.

Your brand ice cream; chocolate. Handy-Serv. Half gallon liquid. (Terr. des. 1029) © 14Dec59;
KK168746.

Your brand ice cream chocolate. (Territorial design 1050) © 14Feb62;
KK167786.

Your brand ice cream chocolate chip. (Territorial design 1050) © 14Feb62;
KK167787.

Your brand ice cream; neapolitan. Handy-Serv. Half gallon liquid. (Terr. des. 1029) © 15Dec59;
KK168748.

Your brand ice cream neapolitan. (Territorial design 1050) © 14Feb62;
KK167788.

Your brand ice cream; strawberry. Handy-Serv. Half gallon liquid. (Terr. des. 1029) © 15Dec59;
KK168747.

Your brand ice cream strawberry. (Territorial design 1050) © 14Feb62;
KK167789.

Your brand ice cream; vanilla. Handy-Serv. Half gallon liquid. (Terr. des. 1029) © 15Dec59;
KK168745.

Your brand ice cream vanilla. (Territorial design 1050) © 14Feb62;
KK167790.

Your name ice cream; all-purpose flavor. Handy-Serv. One half gallon liquid. (Terr. des. 1022) © 15Mar60; KK168754.

Your name ice cream; all-purpose ripple. Handy-Serv. One half gallon liquid. (Terr. des. 1022) © 15Mar60; KK168755.

Your name ice cream; chocolate. Handy-Serv. One half gallon liquid. (Terr. des. 1022) © 15Mar60;
KK168752.

Your name ice cream; vanilla. Handy-Serv. One half gallon liquid. (Terr. des. 1022) © 15Mar60;
KK168753.

DAIRYPAK, INC. ©
All-purpose fruit. Handy-Serv. (Terr. des. 1055) © 8Aug62;
KK168756.

All-purpose fruit. Handy-Serv. (Terr. des. 1057) © 50Oct62;
KK170096.

All-purpose nut. Handy-Serv. (Terr. des. 1055) © 8Aug62;
KK168758.

All-purpose nut. Handy-Serv. (Terr. des. 1057) © 50Oct62; KK170088.

All-purpose ripple. Handy-Serv. (Terr. des. 1055) © 8Aug62;
KK168757.

All-purpose ripple. Handy-Serv. (Terr. des. 1057) © 50Oct62;
KK170087.

All-purpose sherbet. Handy-Serv. (Terr. des. 1058) © 15Aug62;
KK168782.

Chocolate. Handy-Serv. (Terr. des. 1055) © 8Aug62; KK168762.

Chocolate. Handy-Serv. (Terr. des. 1057) © 50Oct62; KK170092.

Colonial Club bulk ice cream; vanilla. Half gallon liquid. (Terr. des. 1060) © 28Jun62; KK169900.

Lemon sherbet. Handy-Serv. (Terr. des. 1058) © 15Aug62; KK168780.

Lime sherbet. Handy-Serv. (Terr. des. 1058) © 15Aug62; KK168779.

Neapolitan. Handy-Serv. (Terr. des. 1055) © 8Aug62; KK168759.

Neapolitan. Handy-Serv. (Terr. des. 1057) © 50Oct62; KK170095.

Orange sherbet. Handy-Serv. (Terr. des. 1058) © 15Aug62; KK168781.

Strawberry. Handy-Serv. (Terr. des. 1055) © 8Aug62; KK168760.

Strawberry. Handy-Serv. (Terr. des. 1057) © 50Oct62; KK170094.

Vanilla. Handy-Serv. (Terr. des. 1055) © 8Aug62; KK168761.

Vanilla. Handy-Serv. (Terr. des. 1057) © 50Oct62; KK170093.

DAISY MANUFACTURING CO. ©
It's a Daisy; on your Daisy TV network this fall. The Daisy spittin' image line. (In Toys and novelties directory issue, June 30, 1962, p.293) Appl. author: D'Arcy Advertising Co. © 30Jun62; KK169593.

DALINE, GORDON. ©
Welcome member. Nut-of-the-Month Club. (A Punch 'n munch card) © 23Aug62; KK169976.

DAN MANUFACTURING, INC. ©
The latest trend in the growing fast food service industry. Dan Burger mobile. © 25Jun62; KK167215.

DANIEL (JACK) DISTILLERY.
In Jack Daniel's country, a sharp axe and a hill full of Tennessee whiskey trees can put a hard working man in business. Old no.7. (In Time, Oct. 5, 1962, p.65) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 50Oct62; KK169862.

Jack Daniel's barrelmen watch over our Tennessee sippin' whiskey from the time it goes into the warehouse until it comes out. Old no.7. (In The New Yorker, Sept. 15, 1962, p.141) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 15Sep62; KK169866.

Jack Daniel's Tennessee whiskey makes it pretty easy for a lot of folks to make a little extra money. Old no.7. (In Club executive, Oct. 1962, p.26) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 10Oct62; KK169845.

Our neighbors' best grains are worth waiting for and downright necessary for making Jack Daniel's sippin' whiskey. (In Newsweek, Oct. 22, 1962, p.19) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 22Oct62; KK170656.

DANT DISTILLERY CO. ©
Big consumer dividend; Dant does it again. J. W. Dant's 10 year old charcoal perfected whisky. (In The Miami herald, Oct. 12, 1962, p.11-B) Appl. author: Otto Kleppner. © 12Oct62; KK169915.

Big consumer dividend, Dant does it again, 70¢ off J. W. Dant's 10 year old charcoal perfected whisky. (In New York journal-American, Oct. 5, 1962, p.9) Appl. author: Otto Kleppner. © 50Oct62; KK169421.

Big consumer dividend in age, Dant does it again. 10 year old charcoal perfected whisky. (In St. Louis post-dispatch, Oct. 12, 1962, p.10A) Appl. author: Otto Kleppner. © 12Oct62; KK170117.

Kissin' cousin from Scotland. J. W. Dant's J. W. Scotch. (In Beverage media, Oct. 19, 1962, p.109) Appl. author: Otto Kleppner. © 19Oct62; KK170137.

Kissin' cousin from Scotland, now, first premium Scotch without a premium price. J. W. Dant's J. W. Scotch. (In New York herald-tribune, Oct. 16, 1962, p.23) Appl. author: Otto Kleppner. © 16Oct62; KK170115.

Now, pour more drinks for your money. Imported Royal Club Canadian whisky. (In Buckeye tavern, Nov. 1962, p.2 of cover) Appl. author: Otto Kleppner. © 1Nov62; KK170315.

Now, you can charge 10¢ more a drink without you paying a penny more when you offer ... J. W. Dant's 12 year old whisky, and make up to \$41.00 extra on every case. (In Michigan beverage news, Nov. 19, 1962, p.16-17) © 19Nov62; KK170649.

DART APPLIANCE STORES, INC.
Can you name these famous brides? (In San Francisco examiner, Nov. 12, 1962, p.16) Appl. author: Daniel Preville. © Dart Appliance Stores, Inc. d.b.a. Dart Appliance; 12Nov62; KK170303.

DAY-BRITE LIGHTING, INC. ©
CFI installation proves value of adequate industrial lighting. (Proven points, no.4) © 22Jun62; KK167158.

Clymatron. © 1May62; KK168861.

DAY-BRITE LIGHTING, INC.-Con.

Daylume with Fiberglas 45% polarizing panels. Section 10, sheet 69-A. © 1May62; KK168858.

Grandview II Waffletex plastic enclosures. Section 10, sheet 37. © 1May62; KK168863.

Grandview IV Waffletex plastic enclosures. Section 10, sheet 38. © 1May62; KK168862.

Improved lighting reduces customer rejects by 35%. (Proven points, no.3) © 22Jun62; KK167157.

12" wide Troffers with Fiberglas 45% polarizing panels. Section 20, sheet 36. © 1May62; KK168860.

24" wide Mobilux with Fiberglas 45% polarizing panels. Section 20, sheet 86. © 1May62; KK168859.

DECKER, DAROLD. ©

Big treat for beauty conscious customers. Grand Canyon. (In Seed world, Sept. 14, 1962, p.4 of cover) © 14Sep62; KK168731.

DEFRATES (JOSEPH F.) CO. ©

Chilli man chilli hot dog sauce with meat. Net weight 8 oz. Appl. author: Joseph F. DeFrates. © 7Dec62; KK170342.

DEKA PLASTICS, INC. ©

Mac Mug. No.170. Appl. states prev. reg. 5Jun62; GU34716. © 30Jul62; KK169134.

DELIGHTFORM FOUNDATIONS, INC. ©

The bra with the shape that never changes. (In Glamour, Sept. 1960, p.88-89) © 25Aug60; KK169600.

DELTA AIR LINES, INC. ©

Major military and aerospace installations served by Delta Air Lines. 1st ed. Appl. author: B. D. Adams. © 15Sep62; KK169080.

DELTA BRUSH MANUFACTURING CORP. ©

Artist brushes. Jewel 5000. © 24Aug62; KK169170.

DENTISTS' SUPPLY CO. OF NEW YORK. ©

The moulds and dimensions of Solarex. [Artificial teeth] Domestic version. Appl. author: Alan Jones Davis. © 19Jun62; KK167142.

The moulds and dimensions of Solarex. [Artificial teeth] Export version. Appl. author: Alan Jones Davis. © 19Jun62; KK167141.

DETROIT STEEL CORP. ©

DSC Accutronic high C flat CR spring steel lets you fabricate and heat-treat into your high carbon stampings the special physical properties you want. (In New England purchaser, Nov. 1962, p.27) Appl. author: Simons-Michelson Co. © 5Nov62; KK170121.

DSC Accutronic strip job performance on Paymaster checkwriters better than 99.8% since 1952. (In The Detroit purchaser, July 1962, p.11) Appl. author: Simons-Michelson Co. © 10Jul62; KK168229.

DSC Accutronic strip job performance on Victor precision figuring machines has averaged 99.2872% since 1959. (In The Detroit purchaser, June 1962, p.41) Appl. author: Simons-Michelson Co. © 10Jun62; KK167433.

DSC Accutronic strip works best for Dexter. [Endorsed by Frank J. Hala] (In Detroit purchaser, Oct. 1962, p.13) Appl. author: Simons-Michelson Co. © 10Oct62; KK169425.

DSC LPR Coiltoter packs recommended by the Taylor-Tot people. (In Bedding, Nov. 1962, p.25) Appl. author: Simons-Michelson Co. © 5Nov62; KK170120.

Here are some of the ways you save money with DSC LPR Coiltoter brite wire packs. (In The Detroit purchaser, Dec. 1962, p.21) Appl. author: Simons-Michelson Co. © 10Dec62; KK170650.

How about testing these DSC LPR saving yourself? (In Bedding, June 1962, p.79) Appl. author: Simons-Michelson Co. © 5Jun62; KK167434.

How DSC LPR coils and Coiltoter reels help reduce your brite wire fabricating costs. (In Bedding, July 1962, p.27) Appl. author: Simons-Michelson Co. © 5Jul62; KK168227.

How DSC LPR coils and our new portable carriers lower your break-even points, fatten your fabricating profits at no extra cost. (In Detroit purchaser, May 1962, p.27) Appl. author: Simons-Michelson Co. © 10May62; KK167178.

How DSC strip helps Harloc lick lock assembly problems. Pacemaker reverse door lock set. (In New England purchaser, May 1962, p.7) Appl. author: Simons-Michelson Co. © 5May62; KK167179.

How Detroit Steel customer satisfaction grows in the Southwest. (In Southwestern purchaser, Oct. 1962, p.79) Appl. author: Simons-Michelson Co. © 10Oct62; KK169426.

How 2 compressed gas cylinder makers rate DSC Accutronic strip job performance. [Endorsed by Knapp-Monarch Co.] (In The Detroit purchaser, Aug. 1962, p.27) Appl. author: Simons-Michelson Co. © 10Aug62; KK168228.

More finished product per hour than ever before using DSC LPR Coiltoter packs. (In Bedding, Sept. 1962, p.53) Appl. author: Simons-Michelson Co. © 5Sep62; KK169099.

Special delivery service on rolled to order DSC Accutronic low carbon and high carbon, cold rolled steel strip. (In New England purchaser, Dec. 1962, p.41) Appl. author: Simons-Michelson Co. © 5Dec62; KK170651.

DIAMOND & CO. ©

Fall folio; harvest of fall hues, new Diamond suits sparkle with style. Appl. author: Will Kaplan Advertising. © 10Oct62; KK169462.

DIAMOND CORP. OF AMERICA.

Win a full cut diamond absolutely free. © Saul B. Kevitt d.b.a. Diamond Corp. of America; 15Oct62; KK170143.

DIVERSEY MACHINE WORKS, INC. ©

Falcon pipe tamper, thermally insulated. © 13Apr62; KK168418.

DIXIE CUP DIVISION, AMERICAN CAN CO.

SEE AMERICAN CAN CO. DIXIE CUP DIVISION.

DOBECKMUN CO.

Add sunshine to your meals. Oranges. Slim-sell. © Dobeckmun Co., a div. of Dow Chemical Co.; 23Mar61; KK167090.

Crisp, cool 'n' delicious celery. Slim-sell. © Dobeckmun Co., a div. of Dow Chemical Co.; 11Aug61; KK167086.

The first blush of good health. Grapefruit. Slim-sell. © Dobeckmun Co., a div. of Dow Chemical Co.; 23Aug61; KK167091.

Fresh tasting, lower in calories grapefruit. Slim-sell. © Dobeckmun Co., a div. of Dow Chemical Co.; 13Mar61; KK167088.

Make your meals taste still better. Slim-sell. 2 lbs. onions. © Dobeckmun Co., div. of Dow Chemical Co.; 10Mar61 KK167085.

Makes the meal complete. Slim-sell. 5 lbs. potatoes. © Dobeckmun Co., a div. of Dow Chemical Co.; 10Mar61; KK167087.

Tart, tangy, tempting lemons. Slim-sell. © Dobeckmun Co., div. of Dow Chemical Co.; 11Aug61; KK167084.

To your good health. Slim-sell. 3 lbs. apples. © Dobeckmun Co., a div. of Dow Chemical Co.; 12Apr61; KK167089.

DR. PEPPER CO. ©

Win a diamond doorknob attached to a \$25,000 Swift home. (In Life, June 27, 1960, p.51) © 27Jun60; KK167177.

DR. SEUSS, pseud. SEE Geisel, Theodor Seuss.

DOCUMENTARY BOOKS, INC. ©

The housewife's handbook on selective promiscuity, a psychosexual document by Rey Anthony. © 4Sep62; KK169062.

DOLE CORP. ©

Seasoned blue lake French style green beans. Net contents: 1 lb. © 5Jan61; KK167382.

Tropi-Kai mixed Hawaiian fruits. Net weight 13 1/2 oz. avoir. © 16May62; KK167385.

DOLESHAL (GEORGE F.) LABORATORIES. ©

The lunchbox refrigeration E-Z Iced re-usable. Net wt. 12 ozs. © 1Jun58; KK168716.

DONNELLEY (REUBEN H.) CORP. ©

Electronics in medicine. (Yorke statistical bulletin no.9) Appl. author: Yorke Pub. Co., subsidiary of R. H. Donnelley Corp. © 25Jul62; KK167613.

The veterinary market. (Yorke statistical bulletin no.10) Appl. author: Yorke Pub. Co., subsidiary of R. H. Donnelley Corp. © 7Nov62; KK169631.

DORAN, VERA H. SEE PLASTI-PERSONALITIES.

DORAN LINCOLN-MERCURY, INC. ©

Now the fun begins, your personalized Red Carpet courtesy fun-plan. © 5Mar62; KK167268.

DORMAN-WINTHROP. ©

Our entire stock of men's terribly expensive suits priced for quick sale. (In Los Angeles times, July 10, 1962, p.9) © 10Jul62; KK168029.

DOW CHEMICAL CO. ©

Construction plan for sea surrey party barge with Styrofoam. © 8Aug62; KK169095.

Dairy barn & livestock spray kit, Korlan 24E insecticide. © 1Mar62; KK168222.

De-icer & washer fluid. One U.S. quart. © 1Feb62; KK167602.

Dowgard year 'round cooling system fluid. One U.S. gallon. © 1Jun62; KK167603.

Dowpon grass killer. 5 pounds. © 1Mar61; KK167604.

Dowpon grass killer bar. 1 pound, treats 7,000 feet. © 1Jan62; KK169093.

Handi-Wrap brand 100 sandwich bags. © 10Oct61; KK167985.

Pinkies plastic gloves. Medium sizes 6 1/2 to 7 1/2. 24 gloves for the beauty salon. 77F-1. © 1Feb62; KK167984.

Snail & slug killer. 8 ounces. © 1Jan62; KK169094.

DOW CHEMICAL CO. DOBECKMUN CO. SEE Dobeckmun Co.

DRACKETT PRODUCTS CO. ©
Endust makes a dust magnet of your
dust mop or cloth. Contents 6 1/2
av. oz. © 6Aug62; KK168722.

Windex. Net. wt. 14 oz. © 12Sep60;
KK168083.

DRITZ (JOHN) & SONS, INC. ©
Aw1. No.624. © 5Apr62; KK170542.

Bodkin. No.707. © 5Apr62; KK170622.

Bound buttonhole maker. No.556.
© 10Oct62; KK170538.

Covered buttons. No.500/24. 5 com-
plete buttons. © 1Aug62; KK170536.

Deluxe tracing wheel. No.635.
© 10Oct62; KK170544.

Dot decorative snappers. No.609/1.
8 complete snappers. © 27Sep62;
KK170537.

Dot snapper plier kit. No.654.
© 18Jun62; KK170550.

Dot snapper plier kit. No.657.
© 18Jun62; KK170553.

Dot snapper plier refill. No.656.
© 22Apr62; KK170552.

Dot snappers refill, economy pack.
No.652. © 19Apr62; KK170549.

Electric scissors. No.716.
© 25Sep62; KK170623.

Eyelet and snapper plier kit. No.640.
© 27Sep62 (in notice: 1961);
KK170547.

Eyelet plier kit. No.573. © 18Jun62;
KK170533.

Eyelet plier kit. No.603. © 18Jun62;
KK170540.

Eyelet plier kit for large and small
eyelets. No.574. © 40Oct62;
KK170532.

Eyelet tool kit. No.636. © 5Apr62;
KK170545.

Eyelets, 300 genuine colored brass
refills. (Eyelet refill) No.639.
© 6Apr62; KK170546.

Hook and eye. No.787. 3 sets.
© 5Apr62; KK170614.

Hoop skirt kit. No.533. © 18Sep62;
KK170528.

Lifetime tape measure. No.838.
© 1Sep62; KK170613.

Magnet. No.618. © 5Apr62;
KK170541.

Magnets. No.773. 2 permanent Alnico
magnets. © 1Aug62; KK170617.

Maternity stretch panel. No.687.
© 30Aug62; KK170619.

No tool Dot snappers. No.655.
© 22Apr62; KK170551.

Nylon elastic thread. No.600. 36
yards. © 2Apr62 (in notice: 1961);
KK170531.

Pleat-o-matic. No.781. 48 inches.
© 7Jun62; KK170616.

Point presser and pounding block.
No.695. © 5Apr62; KK170621.

Pressing ham, wool covered tailor
ham. No.562. © 6Dec61; KK170535.

Replacement seat cover, decoratively
styled in loomed needlepoint.
(Needlepoint seat cover) No.3502.
© 7Sep62; KK170615.

Rhinestones with attaching tool and
diamond type settings. No.684.
36 rhinestones. © 28Sep62;
KK170618.

Seam roll, wool covered. No.561.
© 6Dec61; KK170534.

Sewing machine magic eye needle.
(Magic eye sewing machine needle)
No.689/14. © 15Aug62; KK170620.

Skirt marker refill. No.681.
© 27Aug62; KK170539.

Tailor's chalk. No.642. © 12Sep62;
KK170548.

Tailor's chalk and holder. No.748.
© 5Apr62; KK170624.

Tailor's chalk pencil. No.678.
© 1May62; KK170529.

3-way skirt marker. No.680.
© 27Sep62; KK170530.

Wrist pin cushion, washable foam.
No.625. © 5Apr62; KK170543.

DROLL YANKEES, INC. ©
Barn talk. Dy-13. Appl. author:
Peter Kilham. © 24Sep62; KK168996

Evening on Mt. Stratton. DY-201.
(Vermont 7" series, no.1) Appl.
author: Peter Kilham. © 10Dec62;
KK170502.

From across the briny ocean. Margaret
Toomey sings Irish immigrant songs.
DY 102. (Seaport series, no.2)
Appl. author: Peter Kilham.
© 6Sep62; KK168593.

I went stone blind, with Francis
Colburn. DY12. Jacket by Peter
Kilham. © 22Oct62; KK169466.

Sounds of the sea. DY-103. (Droll
Yankees seaport series, no.3)
Appl. author: Peter Kilham.
© 6Sep62; KK168886.

DUBARRY. ©
Beauty first by DuBarry. You were
born to wear it. Pink is for girls
and how the boys love it. Royal
lipstick. (In McCall's, June 1960,
p.10-11) © 15May60; KK167999.

The Dory beauty masque by Du Barry
helps you look years younger.
(In Vogue, June 1960, p.29)
© 15May60; KK167437.

How can women of all ages keep that
young-skin look? Creme Paradox, new
nutrient beauty sleep cream. (In
Vogue, Nov. 1, 1960, p.70)
© 1Nov60; KK170652.

DUJARDIN, EDMOND.
French card game craze, Mille Bornes.
SEE PARKER BROS., INC.

DUNCAN (DONALD F.) INC. ©
Bang-a-Ball for fun, for tricks.
Wonderful tricks you can do with
your Duncan Bang-a-Ball. Appl.
author: Morrie Brickman.
© 23Jul62; KK168286.

DUNN & MCCARTHY, INC. ©
Baby yourself like you baby your
baby. (In Reader's digest,
Oct. 1962, p.224) Appl. author:
Rockmore Co., Advertising, Inc.
© 25Sep62; KK170566.

From the very first step Enna Jettick
shoes baby your feet. (In McCall's,
Sept. 1962, p.7) Appl. author:
Rockmore Co. Advertising, Inc.
© 21Aug62; KK168683.

DURA-SEAL CORP. ©
Time-tested Dura-Seal asphalt alumi-
num roof coating. NM: additions.
© 1May62; KK168026.

Time-tested Dura-Seal asphalt roof
coating. © 15Mar62; KK167850.

DURKEE FAMOUS FOODS. ©
Freshest idea since the coconut, Dur-
kee's Twin-Pak. (In Supermarket
news, Aug. 13, 1962, p.4-6) Appl.
author: Meldrum and Fewsmith, Inc.
© 13Aug62; KK168097.

DURO-LITE LAMPS, INC. ©
Born of 33 years of creative research,
Duro-Lite Fluorescent. Appl. au-
thor: Douglas Hill. © 10Oct60;
KK169899.

The brightest long-life bulbs ever
... EB-60 bulb deal. Appl. author:
Douglas Hill. © 22Aug62; KK170472.

Bulbs last 3 1/2 to 5 times longer.
Appl. author: Douglas Hill.
© 10Oct62; KK170473.

Bulbs last 3 1/2 to 5 times longer,
maximum light. Appl. author:
Douglas Hill. © 24Oct62; KK170474.

Globelites by Duro-Lite, the light
bulb that's a fixture. Appl.
author: Douglas Hill. © 13Jun62;
KK170476.

3-way bulbs last 3 1/2 to 5 times
longer and stay 3-way all the way.
Appl. author: Douglas Hill.
© 31Oct62; KK170475.

DURO-TEST CORP. ©
Go, new super V-beam by Duro-Test.
Appl. author: Michael M. Rudner.
© 15Aug62; KK170478.

Light bulbs for industry & commerce.
Appl. author: Michael M. Rudner.
© 8Aug62; KK170479.

Power-Twist, brightest fluorescent
light bulb in the world. Appl.
author: Michael M. Rudner.
© 9Oct61; KK170481.

Storm King fixtures and Fluomeric
lamps. Appl. author: Michael M.
Rudner. © 6Sep62; KK170477.

Watt for watt, highest beam candle-
power ever. Super V-beam. Appl.
author: Michael M. Rudner.
© 1Sep62; KK170482.

Watt for watt, the highest beam
candlepower ever achieved by any
traffic signal lamp. Super V-beam
projector traffic lamps. Appl.
author: Michael M. Rudner.
© 11Jul62; KK170480.

DYBY, KNUD D. ©
Dispose-pak, the dual-purpose package.
It's easy and convenient to pick up
a tissue, now it's just as easy to
dispose of it. © 25Jun62; KK167180.

E

E. B. SEE EUPHRATES BAKERY.

E. F. CO. SEE EVANS FUR CO.

EARLY DAWN DAIRY CO. ©
Whipping cream. One quart liquid.
Appl. author: Allied Artists,
Forrest Shaffer. © 6Jun62;
KK168514.

EARLY TIMES DISTILLERY CO. ©
Quality. Kentucky straight bourbon
whiskey. (In Illinois beverage
journal, July 1962, p.37) Appl.
author: Erwin, Wasey, Ruthrauff &
Ryan, Inc. © 1Jul62; KK168246.

EARMMASTER.
Hard of hearing? (In The Pittsburgh
press, May 20, 1962, section 1,
p.10) Appl. author: C. M. Clark.
© Earmaster a.a.d.o. C. M. Clark
Co.; 20May62; KK169876.

EASTMAN KODAK CO. ©
Brownie starflash outfit. © 19Apr62
(in notice: 1961); KK169405.

Brownie Starflex outfit. No.25H.
© 28Mar61; KK169283.

Brownie Starmatic II outfit. No.57K.
© 1Aug61; KK169285.

Brownie Starmite outfit. No.20H.
© 1Sep61; KK169284.

EDLO, INC. ©
Lucas Valley Slimline low fat milk.
Half gallon liquid. © 2Apr62;
KK168076.

EISENBERG (S.) & CO. ©
Grade A extra large eggs. (Design
no.6201-J-D) Appl. author: Riegel
Paper Corp. © 25Jul62; KK169967.

EL AL ISRAEL AIRLINES, LTD. ©
Fasten your seat belts, unfasten your
seat belts. (In New York times,
May 16, 1962, p.26) Appl. author:
Doyle Dane Bernbach, Inc.
© 16May62; KK167026.

ELCO TOOL & SCREW CORP. ©
Elco aids for home and office.
Appl. author: Charles R. Williams.
1962; issue no.
7. © 23Jul62; KK168864.
8. © 20Aug62; KK168865.

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ELECTROLUX CORP. ©

All new Electrolux turbo rug washer and floor polisher. Appl. states portions prev. reg. KK166252. NM: additions. © 15Nov62; KK170083.

ELKAY MANUFACTURING CO. ©

What's the big plus of the Two Fifty Plus by Elkay? (In The Contractor, Oct. 15, 1962) © 15Oct62; KK170181.

When planning your dream kitchen, consider one of these glamorous servants by Elkay. Cuisine Console. (In Kitchen business, July 1962, p.8) © 1Jul62; KK167652.

ELKO PRODUCTS, LTD. ©

Have a zoo-ful of fun, more exciting than a circus. Fuzzy Zoo. Appl. author: Benjamin Koodin. © 15Feb62; KK168882.

EMPIRE PENCIL CO. ©

Pedigree ball point pens; cheaper, buy the pak; 98¢ pak of eight. (In Good housekeeping, Sept. 1960, p.190) Appl. author: Joseph M. Bernstein. © 18Aug60; KK170227.

ENDURE-A-LIFETIME PRODUCTS, INC. ©

The Endure-A-Bilt panel story. © 16Jul62; KK169084.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©

Bill hit the right note when he joined Equitable. Father & son. [Endorsed by Cyrus R. Funk] (In The Weekly underwriter, June 23, 1962, p.2 of cover) Appl. author: Foote, Cone & Belding. © 23Jun62; KK167605.

Do your employees know how much more than their pay you give them? (In The Journal of commerce, Sept. 18, 1962, p.5) Appl. author: Foote, Cone & Belding. © 18Sep62; KK170132.

Fernando Bobonis, Jr., the man from Equitable for September. (In The San Juan star, Sept. 20, 1962, p.13) Appl. author: Foote, Cone & Belding. © 20Sep62; KK170310.

How tax-deferred dollars can build a big retirement fund for corporate officers and other employees. Pension trust plan. [Man seated in rocking chair made of play money] (In Nation's business, Oct. 1962, p.15) Appl. author: Foote, Cone & Belding. © 10Oct62; KK169414.

It's not easy to become a CLU, but it sure is worth it. Man studying. (In The Weekly underwriter, Aug. 4, 1962, p.21) Appl. author: Foote, Cone & Belding. © 4Aug62; KK168344.

Look ahead, a sense of security is one of the most important things you can give your child. Living insurance. (Boy looking through door) (In Home (Los Angeles times) Sept. 9, 1962, p.65) Appl. author: Foote, Cone & Belding. © 9Sep62; KK168697.

Look ahead, a sense of security is one of the most important things you can give your child. Living insurance. [Little boy peering through doorway] (In Sunday picture journal (Milwaukee journal) Oct. 7, 1962, p.2) Appl. author: Foote, Cone & Belding. © 7Oct62; KK169409.

Look ahead, now, you can be free from the fear of crushing medical bills. Lifetime major medical expense policy. Hospital bed. (In St. Louis post-dispatch, Sept. 9, 1962, p.19) Appl. author: Foote, Cone & Belding. © 9Sep62; KK168696.

Look ahead, to keep a little boy growing costs a lot of money. Living insurance. Boy with milk. (In Pictorial living (Los Angeles herald-examiner) Sept. 30, 1962, p.9) Appl. author: Foote, Cone & Belding. © 30Sep62; KK169411.

Look ahead, when he's ready for college, will you be ready to send him? Living insurance. [Little boy wearing raincoat] (In Sunday news, New York, Oct. 7, 1962, p.7) Appl. author: Foote, Cone & Belding. © 7Oct62; KK169410.

Look ahead, when you stop working, there's nothing like having security without risk. Man with glasses. (In Sunday Sun magazine, Baltimore, Sept. 23, 1962, p.10) Appl. author: Foote, Cone & Belding. © 23Sep62; KK168958.

Mention their name in Sheboygan. (In Successful farming, Oct. 1962, p.75) Appl. author: Foote, Cone & Belding. © 15Sep62; KK170133.

Now, be free from the fear of crushing medical bills. Lifetime major medical expense policy. Man with comics. (In Life, Sept. 12, 1962, p.26-27) Appl. author: Foote, Cone & Belding. © 10Sep62; KK168959.

Now, you don't have to be a corporate giant to get complete group insurance protection. (In The Journal of commerce, New York, Oct. 16, 1962, p.5) Appl. author: Foote, Cone & Belding. © 16Oct62; KK170134.

The President turned on the lights but Equitable lit up the future. (In The Sporting news, July 7, 1962, p.43) Appl. author: Foote, Cone & Belding. © 7Jul62; KK167606.

Slow on the H₂O? Living insurance. Pump. (In Successful farming, Sept. 1962, p.30) Appl. author: Foote, Cone & Belding. © 15Aug62; KK168699.

Will he be two ways great like Allie Reynolds? Illus. signed: Robert Riger. (In Sports illustrated, Oct. 1, 1962, p.15) Appl. author: Foote, Cone & Belding. © 27Sep62; KK169416.

Will he leave them in his wake like Carleton Mitchell? Illus. signed: Robert Riger. (In Sports illustrated, Nov. 5, 1962, p.13) Appl. author: Foote, Cone & Belding. © 1Nov62; KK170311.

Will he mow 'em down like Don Carter? Illus. signed: Robert Riger. (In Sports illustrated, Oct. 15, 1962, p.4) Appl. author: Foote, Cone & Belding. © 11Oct62; KK170309.

Will he run with the ball like Crazy Legs Hirsch? Illus. signed: Robert Riger. (In Sports illustrated, Sept. 17, 1962, p.7) Appl. author: Foote, Cone & Belding. © 13Sep62; KK169417.

Will she streak down the slopes like Penny Pitou? Illus. signed: Robert Riger. (In Sports illustrated, Nov. 19, 1962, p.91) Appl. author: Foote, Cone & Belding. © 15Nov62; KK170308.

ERIE SEATING CO. ©

Renew chairs 1, 2, 3. Dinette replacement seats & backs. NM: additions. © 15Apr62; KK167362.

EROS BOOKS, INC. ©

The Encyclopaedia of erotic literature, volume I-III. © 17Oct62; KK169557.

EROS MAGAZINE, INC. ©

Eros. Marilyn Monroe letter, p.1-2. © 5Nov62; KK169615.

Eros. Marilyn Monroe letter, p.1-4. © 5Nov62; KK169616.

Join the thousands of other intellectuals who have discovered the joy of reading Eros. [Four color illus.] Illus. signed: H. Humphrey, Jan. 24th, 1792; engraving by James Gillray, 1792. © 3Aug62; KK168680.

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They love us, they love us not. Daisy mailer. © 3Aug62; KK168679.

They love us, they love us not. Self mailer. © 3Aug62; KK168681.

ETERNA WATCH CO. OF AMERICA. ©

How to wind her around your little finger; give her ... the Starbrite. (In Time, Nov. 23, 1962, p.32) Appl. author: L. C. Gumbinner Advertising Agency. © 20Nov62; KK170647.

Jewelers around the world know Eterna is the only watch to sell to a friend. Starbrite. (In Northwestern jeweler, Aug. 1962, p.26-27) Appl. author: L. C. Gumbinner Advertising Agency. © Eterna a.a.d.o. Eterna Watch Co. of America; 10Aug62; KK168879.

EUPHRATES BAKERY.

Armenian style rice pilaf. Net wt. 14 ozs. © Charles Movsesian d.b.a. Euphrates Bakery; 27Jun62; KK170557.

EUTECTIC WELDING ALLOYS CORP. ©

Maintenance & repair welding for mines & quarries. © 20Sep62; KK169766.

Ultimum 112 ac-dc. Air classifier plate. (Application bulletin no.6) © 1Jun62; KK167279.

Ultimum 112 ac-dc. Fluid energy liner. (Application bulletin no.3) © 24May62; KK167281.

Ultimum 112 ac-dc. Hammermill. (Application bulletin no.4) © 24May62; KK167282.

Ultimum 112 ac-dc. Screw conveyor coupling. (Application bulletin no.5) © 31May62; KK167280.

Ultimum 112 ac-dc, the solid carbide ultra-hard overlay for ferrous metals. © 26Apr62; KK167023.

Ultimum 112 Market Letter. June 1962. © 11Jun62; KK168386. July 1962. © 13Jul62; KK168385. Aug. 1962. © 24Aug62; KK168937. Sept. 1962. © 28Sep62; KK169536. Oct. 1962. © 26Oct62; KK170425.

EVANS FUR CO. ©

Who put the chic in Chicago? (In Chicago daily tribune, Aug. 7, 1962, p.10) © 7Aug62; KK168282.

EVER-WEAR SEAL CO.

Twelve Zodiac drink stirrs, a rib tickling horoscope in every stir. © John L. Chaney d.b.a. Ever-Wear Seal Co.; 25May62; KK167363.

EVERAIN INDUSTRIES, INC. ©

Catalog, 1963. © 10Oct62 (in notice: 1961); KK169832.

EXECUTIVES INSTITUTE.

Now! A do-it-yourself program. © John D. Corrigan, pres., Executives Institute; 23Aug62; KK169009.

EX-LAX, INC. ©

Are you giving your child a laxative a doctor would recommend? (In Parents' magazine, May 1961, p.84) Appl. author: Warwick & Legler, Inc. © 1May61; KK170160.

New survey shows what doctors consider most important in a laxative they would use or recommend. (In Good housekeeping, Oct. 1960, p.251) Appl. author: Warwick & Legler, Inc. © 10Oct60; KK169396.

EXOMET, INC. ©

Advanced foundry exothermics for improved ferrous casting. (Bulletin no.611) Appl. author: Jayme Organization, Inc. © 29Oct62; KK169704.

Advanced foundry exothermics for improved non-ferrous casting. (Bulletin no.612) Appl. author: Jayme Organization, Inc. © 29Oct62; KK169703.

Advanced foundry exothermics from Exomet. (Bulletin no.613) Appl. author: Jayme Organization, Inc. © Exomet, Inc. (in notice: Exomet, Inc. Co.); 29Oct62; KK169702.

Exo-anneal for heat-treating field welds. (Bulletin no.201) Appl. author: Jayme Organization, Inc. © 17May62; KK167018.

Exothermics in steel production. Thermoboards. (Bulletin no.501) Appl. author: Jayme Organization, Inc. © 1May62; KK167019.

Instructions for Exowelding rails. (Bulletin no.302) Appl. author: Jayme Organization, Inc. © 15Sep62; KK169163.

F

FACS MANUFACTURING CO., INC. ©

NACS, shaped to serve, round corn chips. Net. wt. 5 3/4 ozs. © 27Nov61; KK169928.

F. & B. MANUFACTURING CO. ©

Announcing the sweet sixteen Kp starter pack to introduce you to the first complete line of carburetor tune-up kits with the six way superior Viton tipped float valves. (In Motor West, Nov. 1962, p.4 of cover) Appl. author: Stevens & Kirkland, Inc. © 5Nov62; KK169946.

Blueprint Perfect Hydroforming. Save up to 80% and more. Appl. author: Stevens & Kirkland, Inc. © 10Jul62; KK168237.

Filko Kp carburetor tune up catalog. No.10-C. Appl. author: Stevens & Kirkland, Inc. © 10Jul62; KK168268.

The finest tip, we have it. 2 for 1 introductory Kp special. Vitron. Appl. author: Stevens & Kirkland, Inc. © 10Jan62; KK168238.

In carburetor tune up the newest, the finest tip is Viton. (In Super service station, July 1962, p.82-83) Appl. author: Stevens & Kirkland, Inc. © 10Jul62; KK167260.

Space-age technology is at work for you when you install Filko Crown Jewels of Ignition. (In Motor, Oct. 1962, p.146-147) Appl. author: Stevens & Kirkland, Inc. © 15Oct62; KK169975.

To you special class of master mechanics ... the unsurpassed Filko record of 15 ignition firsts is important; this ... fully unitized nylon arm. (In Southern automotive journal, Oct. 1962, p.4) Appl. author: Stevens & Kirkland, Inc. © 8Oct62; KK169449.

FMC CORP. BECO CHEMICAL DIVISION. © The facts, 70% hydrogen peroxide. © 1Dec61; KK167714.

F. M. PRODUCTS.

Steamex brand amazing jet action nicotine & grit removing pipe purifier; directions for use. Appl. author: Fredric Marland. Appl. states prev. reg. as KK163459. NM: revisions. © Fredric Marland d.b.a. F. M. Products; 7Jul62; KK167235.

F. P. P. C. SEE FIBREBOARD PAPER PRODUCTS CORP.

FABER (EBERHARD) TOY & GAME CO., INC. © Pencil by number coloring set with new mixcolor feature. © 14Sep62; KK169035.
Young artist series, pencil by number coloring sets. © 14Sep62; KK169034.

FACTOR (MAX) & CO. ©

Add nothing; Sheer Genius is a complete make-up. (In Cosmopolitan, Oct. 1962, p.23) © 26Sep62; KK169609.

For dry skins, Max Factor creates a fountain of beauty, Pan-Stik make-up. (In Ladies Home Journal, Mar. 1960) © 1Mar60; KK167007.

Max Factor creates a fashion-first. California Case-Mates, matching lipstick cases and make-up compacts. (In McCall's, June 1960, p.17) © 23May60; KK168241.

Max Factor invites you to a Christmas opening. (Max Factor Christmas omnibus) (In Seventeen, Dec. 1962, p.34-35) © 1Dec62; KK170657.

Music to make-up by. Sheer Genius. (In Glamour, Oct. 1962, p.9-11) © 22Sep62; KK169030.

Noses no longer shine, it's Sheer Genius. (In Redbook magazine, Sept. 1962, p.5) © 19Aug62; KK168456.

Pick a California orange this summer reach for the sun with orange. Candy orange. (In Glamour, July 1961, p.31) © 22Jun61; KK168027.

Powder, foundation, moisturizer, liquid, all in Sheer Genius. (In New Yorker, Sept. 15, 1962, p.111) © 13Sep62; KK169031.

Ripe for the beach, Breezy Peach by Max Factor. Nail Satin. (In Life, June 22, 1962, p.20) © 20Jun62; KK167853.

Sheer Genius gives you a perfect matte look, every time. (In Cosmopolitan, Aug. 1962, p.15) © 25Jul62; KK168099.

Sheer Genius will not turn orangey. (In Mademoiselle, Aug. 1962, p.27) © 30Jul62; KK168100.

What's the latest tip on lipsticks? New, fine line lipsticks. (In Good housekeeping, Nov. 1962, p.47) © 18Oct62; KK169486.

FAIRBANKS CO.

The guaranteed union. Dart, greatest name in unions. (Circular no.D-2) © Fairbanks Co. & Dart Union Co.; 20Jul62; KK168272.

Where the difference in swivel casters lies, Fairbanks Lockwell construction has eliminated the king-pin. (Bulletin No. C-4) © 27Jul62; KK168004.

FAIRCHILD CAMERA & INSTRUMENT CORP. ©

Why does this revolutionary 8 mm movie camera have a mike? The best reason's at the end of the cord. Cinephonic. (In Life, Oct. 10, 1960, P.55) © 10Oct60; KK170340.

FAIRFINISH CORP. ©

The story of Fairfinish. Appl. author: Elmer A. Hilker. © 20Nov62; KK170330.

FAIRWAY PRODUCTS. ©

Picture window place mat, picture frame. Appl. author: James C. Thomson. © 12Oct62; KK169210.

FASHION HOME.

All purpose suit bag. No.8403. Appl. authors: Raymond Rankin Stewart & Wilson-Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 22Sep58; KK167814.

Cedar closet eight garment bag. No. 5256. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 15Aug58; KK167823.

Cedar closet garment bags. No.5305. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. NM: additions. © Fashion Home, trade name of Universal Producing Co.; 15Sep58; KK169962.

Deluxe quilt garment bags. No.5320. This package contains one jumbo garment bag, holds 16 garments, length 57 inches. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 9Apr58; KK167806.

Desert orange garment bag. Jumbo dress size. No.5420C. Appl. author: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 2Feb59; KK167286.

Double moth protection garment bag. No.5250. This package contains one jumbo. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 4Apr58; KK167826.

Imperial Capri chintz jumbo blanket bag. No.5825. Holds 4 blankets. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 17Sep58; KK167801.

Imperial Capri chintz jumbo garment bag, orchid pink. No.5430. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 30Jul58; KK167822.

Imperial Capri chintz quilted print ladies shoe bag. No.7430. Holds 6 pair. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 30Oct58; KK167802.

Imperial deluxe chintz garment bag. Orchid pink pattern. No.5630. Appl. author: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home trade name of Universal Producing Co.; 2Feb59; KK167285.

Imperial deluxe garment bag. Regal violet jumbo dress size. No.5515. Appl. author: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home trade name of Universal Producing Co.; 2Feb59; KK167284.

Imperial electronic quilt double jumbo blanket bag. Holds 4 blankets. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 9Sep58; KK167759.

Imperial electronic quilt ladies shoe bag. No.7410. Holds 6 pair. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 8Sep58; KK167805.

Imperial regal violet double jumbo blanket bag. No.5815. Holds 4 blankets. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 30Sep58; KK167800.

Imperial regal violet ladies shoe bag. No.7415. Holds 6 pair. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 8Sep58; KK167803.

Lavender sachet garment bag. No.5261. This package contains one eight garment bag. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 7Oct58; KK167824.

FASHION HOME.-Con.

- Moth crystal garment bags. No.5300. This package contains one jumbo. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 4Apr58; KK167817.
- Printed panel front garment bag. No.5135. This package contains one jumbo garment bag, holds 16 garments dress length. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 14Oct58; KK167808.
- This package contains one eight garment bag. No.5146. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 27Jan58; KK167813.
- Thrifty storage. No.5120. This package contains one jumbo garment bag, holds 16 garments, dress length. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 8Oct58; KK167807.
- Warp print Dresden rose blanket bag. No.5775. Holds 3 blankets. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 3Jun58; KK167799.
- Warp print Dresden rose jumbo garment bag. No.5275. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 27May58; KK167821.
- Warp print Dresden rose quilted print ladies shoe bag. No.7275. Holds 6 pair. Appl. author: Raymond Rankin Stewart & Wilson Turner Stewart. © Fashion Home, trade name of Universal Producing Co.; 3Jun58; KK167804.
- FASTCUT TOOL CO. ©
End mills. (Catalog no.5) Appl. author: Earl R. Putnam, president. © 2May62; KK167103.
- FASWEET CO.
Calorie-free Fasweet liquid artificial sweetener. Contents 12 fluid ounces. © Lucian L. Spellings d.b.a. Fasweet Co.; 28Dec62; KK170692.
- FEATURE PRODUCTS, INC. ©
Minit Chef automatic pancaker. Appl. author: Samuel J. Popeil. © 10Jul62; KK168137.
- FEDERAL PUBLICATIONS, INC. ©
From Washington, The Government contractor. © 24Oct62; KK170411.
The government contractor, a new book on govt. procurement. © 28Sep62; KK168957.
- FEDTRO, INC. ©
New, parabolic TV antenna; new, electronic design, super power parabolic TV antenna. Appl. author: Bernard Kleinman. © 27Aug62; KK168427.
- FELIX THE CAT PRODUCTION, INC. ©
Felix the cat game. Italy. (Key to fun and learning, 4019) Appl. author: Adriano Meregalli. © 1May62; KK170559.
- FERGUSON-LANDER BOX CO. ©
Becker Bros. Master Market vanilla ice cream. One gallon liquid. (FB 202) Appl. author: Robert A. Morris. © 31Jul62; KK168417.
- FERRET MANUFACTURING CORP.
Ferret with R-90 penetrant high temperature, fast acting lubricates, dissolves rust, prevents corrosion.

Net contents 8 ounces. © Ferret Manufacturing Co. (in notice: Ferret Manufacturing Corp.); 15Aug62; KK168079.

R-90 concentrate, the premium rust preventive. Net contents 8 ounces. © Ferret Manufacturing Co. (in notice: Ferret Manufacturing Corp.); 15Aug62; KK168089.

FETNER (WILLIAM) INC. ©
Carry-me candlestand. © 21May62; KK169786.

Handi-mite tote stool. © 21May62; KK170224.

Pick-me-up magazine stand. © 21May62; KK169787.

Rolling pin footstool. © 21May62; KK169877.

FIBREBOARD PAPER PRODUCTS CORP.
Rosauer's vanilla dairy dessert. One half gallon. Appl. author: Harry L. Swartwood. © Fibreboard a.a.d.o. Fibreboard Paper Products Corp.; 28Jun62; KK168369.

FIDELER CO. ©
Life in America; student resource textbooks. © 1Nov62; KK169857.
Life in Europe; student resource textbooks. © 1Nov62; KK169856.

FIDELITY INVESTMENT, INC. ©
It's new at Fidelity ... teleloan. (In South Bend tribune, Dec. 19, 1962, p.29) Appl. author: Thomas F. Welsh. © 19Dec62; KK170695.

FIELDS HOME PRODUCTS, INC. ©
Pixiemaidd glass washer with detergent dispensing handle. © 15Oct62; KK170068.

FIESTA-CAR CO. ©
Wedding car kit. Wedding arch, signs. Appl. author: Donald G. Weddell. © 5Feb62; KK168994

FIKE (R. BRUCE) & SONS DAIRY. ©
Daisy Lane chocolate ice cream. One half gallon liquid. Appl. author: Riegel Paper Corp. © 17Aug62; KK169966.

FILICE & PERRELLI CANNING CO. ©
Old World cuisine, zucchini & tomatoes. Net weight 1 lb. © 13Sep62; KK169835.

FILON PLASTICS CORP. ©
Pan-L-Rak stocking dealer program. NM: revisions & additions. © 27Dec61; KK167739.

FINCH (JOSEPH H.) DIST. CO. ©
Famous Golden Wedding now available in full quarts; has had no peers for fifty years. (In Youngstown vindicator, June 22, 1962, p.11) Appl. author: McCann-Erickson, Inc. © 22Jun62; KK167430.

June post off! Golden Wedding blended whiskey. (In Beverage media, metropolitan ed., June 1962, p.123) Appl. author: McCann-Erickson, Inc. © 1Jun62; KK167149.

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Add to your living with Finnsauna. © 12Oct62; KK170500.
1,000 years of experience in relaxation, the marvelous dry heat bath technique. © 12Oct62; KK170501.

FIRESTONE TIRE & RUBBER CO. ©
Climatite seals for glass wall buildings, a weatherproof success from the six fields of Firestone. (In Time, June 27, 1960, p.38-39) © 27Jun60; KK167033.

Firestone tires win 37th consecutive Indianapolis victory, the only tires that are speedway-proved for your turnpike safety. (In Sports illustrated, June 13, 1960, p.6-7) © 13Jun60; KK167554.

High performance tires hustle 18 ton loads over rutted roads. (In Popular science, Sept. 1960, p.6-7) © 1Sep60; KK169627.

Speedway-proved for your turnpike safety, Firestone wins all 4 of the year's biggest races. (In Look, Sept. 27, 1960, p.8-9) © 27Sep60; KK168945.

This all new tire is so different, you'll notice these important changes as you drive. The new deluxe Champion by Firestone. (In Life, Oct. 10, 1960, p.126-127) © 10Oct60; KK169147.

Tires that make mountain-moving easier and quicker, another achievement of the six fields of Firestone. (In Newsweek, May 30, 1960, p.40-41) © 30May60; KK167531.

Torture-tested and speedway-proved for your turnpike safety. Firestone champion in every test of tire safety. (In Holiday, June 1960, p.106) © 1Jun62; KK167379.

We've quit using chains, we're on Firestone super all tractions, reports Gerald Winter. (In Successful farming, July 1960, p.31) © 1Jul60; KK169365.

FIRST NATIONAL BANK OF BOSTON. ©
Another first from the First. Multi-Pay. (In The Boston globe, June 5, 1962, p.21) © 5Jun62; KK168084.

August bills piling up? Multi-Pay. (In The Boston globe, Aug. 6, 1962, p.5) © 6Aug62; KK168086.

How many of these companies do you do business with? Multi-Pay. (In The Boston herald, July 11, 1962, p.21) © 11Jul62; KK168085.

FISCHER BAKING CO. ©
Fischer's Honey-Corn loaf. Net weight: 1 lb. © 26Jun62; KK167159.

El mejor pan de manteca. Hearth baked Spanish bread. Net wt. 7 oz. © 1Mar62; KK167021.

More body in Fischer's hot dog and hamburger rolls. (In The Philadelphia inquirer magazine) © 15Jul62; KK168045.

Training Table bread. Net wt. 14 oz. © 19Sep62; KK168830.

FISHER FLOURING MILLS CO. ©
Deluxe scone mix. Quantity scone baking. Net weight 24 lbs. © 21Apr62; KK169321.

100% whole wheat flour, unbleached. 10 lbs. net wt. NM: additions. © 6Nov62; KK169923.

Thanksgiving to your family from our family. (In Seattle post-intelligencer, Nov. 22, 1962, p.32) © 22Nov62; KK170493.

Top Performer brand all-purpose flour. Wheat motif. 10 lbs. net wt. © 10Dec62; KK170634.

FISHER-PRICE TOYS, INC. ©
Bouncy-racer for boys and girls 1 to 5 years. No.8. NM: pictorial matter. © 3Apr62; KK167080.
Happy Hippo for boys and girls ages 2 to 5. No.151. NM: additions. © 27Apr62; KK167873.
Playland express for boys and girls ages 1 to 5. No.192. NM: additions © 9Apr62; KK167872.

Pony chime for boys and girls ages 1 to 4. No.137. NM: additions. © 18May62; KK167874.

Pull-a-tune xylophone for boys and girls ages 1 to 6. No.870. NM: additions & revisions. © 2Apr62; KK167081.

Tip Toe Turtle, for boys and girls ages 1 to 4. No.773. NM: additions. © 21Aug62; KK169263.

- FISHLOVE (H.) & CO. ©**
Fool your friends; phony cast, on and off in a jiffy. Appl. author: Irving H. Fishlove. © 10Oct62; KK169483.
Phony arm cast; fracture your friends. Appl. author: Irving H. Fishlove. © 17Aug62; KK168316.
There'll be an epidemic of phony broken arms. Phony arm cast. Appl. author: Irving H. Fishlove. © 24Aug62; KK168522.
- FIT-RITE PANTS CO., INC. ©**
It's remarkable, stops stains before they start. Scotchgard stain repeller. © 24Aug62; KK170204.
- FLEET-WING CORP. ©**
Change tired oil contest. © 1Apr62; KK167585.
- FLORIDA CITRUS COMMISSION. ©**
All these oranges are picked and squeezed for every quart of chilled orange juice from Florida. (In Pittsburgh press, Dec. 12, 1961, p.28) Appl. author: Benton & Bowles, Inc. © 12Dec61; KK167460.
Crowd-pleaser that saves work, time and money. Grapefruit-gourmet salad. (In Volume feeding management, April 1962, p.117) Appl. author: Benton & Bowles, Inc. © 2Apr62; KK167627.
Dressed-up dessert with a low-down cost. Citrus salad whip. (In Volume feeding management, May 1962, p.101) Appl. author: Benton & Bowles, Inc. © 1May62; KK167621.
Enjoy the break that does more than refresh. [Oranges in baskets] (In Saturday evening post, Jan. 27, 1962, p.68) Appl. author: Benton & Bowles, Inc. © 23Jan62; KK167462.
Florida grapefruit \$10,000 treasure chest display contest. (In Progressive grocer, Jan. 1962, p.156-157) Appl. author: Benton & Bowles, Inc. © 2Jan62; KK167463.
Give her a break with orange juice, she's been burning up Vitamin C all day. (In Life, May 11, 1962, p.130) Appl. author: Benton & Bowles, Inc. © 9May62; KK167624.
Here's your 10¢ coupon, good on any brand of frozen orange juice. (In Newark evening news, Sept. 12, 1962, p.10) Appl. author: Benton & Bowles, Inc. © 12Sep62; KK169722.
Just arriving, new crop of fresh Floridas; get the Florida bonus. (In The Courier Journal, Louisville, Ky., Dec. 14, 1961, p.11) Appl. author: Benton & Bowles, Inc. © 14Dec61; KK167738.
Send home sunshine with flavor from Florida. Oranges. (In This week in Miami, Dec. 16, 1961, p.27) Appl. author: Benton & Bowles, Inc. © 16Dec61; KK167461.
Today's best food buys, canned grapefruit sections from Florida, fabulous health salad. (In Newark evening news, May 23, 1962, p.31) Appl. author: Benton & Bowles, Inc. © 23May62; KK167620.
Tropical delights for cold days. (In The Philadelphia inquirer, Feb. 15, 1962, p.13) Appl. author: Benton & Bowles, Inc. © 15Feb62; KK167619.
Why does he need an orange juice break? (In Saturday evening post, Jan. 27, 1962, p.68) Appl. author: Benton & Bowles, Inc. © 23Jan62; KK167625.
Win a cart full of cash in Florida's easy reach for riches contest. Fresh frozen concentrated orange juice. (In New York journal American, Aug. 8, 1962, p.18) Appl. author: Benton & Bowles, Inc. © 8Aug62; KK169558.
- FORD DIVISION, FORD MOTOR CO. SEE FORD MOTOR CO. FORD DIVISION.**
- FORD MOTOR CO. ©**
Air conditioner & heater; accessory installation. Thunderbird. I. S. 906. Sheet 1-10. © 20Sep62; KK170379.
Air conditioner and heater accessory kit; installation procedure. 1963 Thunderbird. I. S. 907. © 20Sep62; KK170377.
Air conditioner models, all 6 cylinder; accessory installation. Fairlane-Meteor. I. S. 705. Sheet 1-6. © 12Jul62 (in notice: 1961); KK170365.
Air conditioner models, all 6 cylinder; installation kit. I. S. 521. Sheet 1-6. © 20Nov60; KK170396.
Air conditioner models, all 6 cylinder; installation kit. I. S. 794. Sheet 1-6. © 12Jun62; KK170390.
Air conditioner, models, all 8 cylinder; accessory installation. Fairlane-Meteor. I. S. 826. [7 sheets] © 21May62; KK167419.
Air conditioner, models, all 8 cylinder; installation kit. I. S. 796. Sheet 1-7. © 7May62; KK167415.
Back-up lamp, models 59A, 66A & 71A; accessory installation. Falcon. I. S. 779. Sheet 1-2. © 20Jun62; KK170371.
Backup lamps; installation. Fairlane. I. S. 754. © 10May62; KK167410.
Cigar lighter; accessory installation. Fairlane. I. S. 757. © 28Mar62; KK167409.
Cigar lighter; accessory installation. Falcon V4. I. S. 604. © 1Jun62 (in notice: 1961); KK167402.
Cigar lighter; installation. Falcon. I. S. 332-A. © 28Mar62; KK167400.
Clock models, all; accessory installation. Ford. I. S. 751. © 14Aug62; KK170400.
Fomoco brake shoe installation instructions, Ford automatic brake adjuster 1961-63 passenger cars. I. S. 33-A. Rev. 1-26-62. © 2Feb62; KK167399.
Front turn signal lamp series C-550 thru C-1100 & CT-750 thru CT-950; accessory installation. Truck, tilt cab. I. S. 790. © 18Jul62; KK170404.
Installation instructions for Fomoco brake linings for 1949-63 Ford passenger cars and F-1, F-100 trucks. I. S. 33. Rev. 1-26-62. © 2Feb62; KK167401.
Installation manual for Falcon and Comet air conditioner, 1962. I. S. 766-765. © 17Mar62; KK167413.
Instructions for installing piston assembly C2DZ-9B544-B in early model carburetors. I. S. 750. © 14Feb62; KK167398.
Mirror assy, rear view outside; installation. I. S. 304-A. © 2Aug62; KK170370.
Mirror assy, rear view outside; installation. I. S. 525-B. © 25Jul62; KK170369.
Mirror ass'y, rear view outside; installation. I. S. 734. © 5Apr62; KK167406.
Mirror rear view outside; installation kit. I. S. 813. © 19Jul62; KK170395.
Moulding kit; installation. 1962 Thunderbird. I. S. 759. © 6Mar62; KK167412.
Mud and stone deflector; installation kit. I. S. 822-A. © 16Jul62; KK170386.
1962 PolarAire special air conditioner accessory kit, Fairlane and Meteor, 8 cylinder 221 and 260 CID engine; installation procedure. I. S. 824. Sheet 1-6. © 21May62; KK167417.
- 1963 Fairlane-Meteor power steering pump kit, 8 cylinder without air conditioning; installation procedure. I. S. 903. © 25Sep62; KK170378.
1963 Ford Galaxie-Mercury-Monterey power steering linkage kit; installation procedure. I. S. 901. © 21Sep62; KK170380.
Oil cooling system. (Oil cooler mounting) I. S. 733. Sheet 1-3. © 28Dec61; KK167405.
Outside rear view mirror; installation. I. S. 787. © 26Jul62; KK170366.
Parking brake signal lamp models, all; accessory installation. Ford. I. S. 772. Sheet 1-2. © 2Aug62; KK170403.
PolarAire air conditioner accessory kit; installation procedure. Fairlane and Meteor, 6 cylinder 170 CID engine. I. S. 706. Sheet 1-5. © 12Jul62 (in notice: 1961); KK170364.
PolarAire air conditioner accessory kit; installation procedure. Ford and Mercury, 6 cylinder. I. S. 520-B. Sheet 1-3. © 20Nov60; KK170407.
PolarAire special air conditioner accessory kit, Ford and Mercury, 6 cylinder; installation procedure. I. S. 793. Sheet 1-3. © 12Jun62; KK170389.
PolarAire special air conditioner accessory kit, Ford and Mercury, 8 cylinder; installation procedure. I. S. 795. Sheet 1-5. © 7May62; KK167414.
Power brake; installation kit. Fairlane & Meteor, 6 & 8 cyl. I. S. 652. © 18Jul62; KK170399.
Power steering accessory kit; installation procedure. 1963 Fairlane and Meteor, 6 cylinder, without air conditioning. I. S. 905. © 25Sep62; KK170372.
Power steering accessory kit, 1963 Fairlane and Meteor, 6 cylinder, without air conditioning; installation procedure. I. S. 905. © 25Sep62; KK170372.
Power steering pump; installation kit. Galaxie 352, 390 eng.; Monterey 390 eng. I. S. 890. © 28Aug62; KK170381.
Power steering pump accessory kit; installation procedure. 1963. Galaxie, 260 C. I. D. engine, without air conditioning. I. S. 922. © 27Sep62; KK170374.
Pressure regulator instructions. I. S. 743. © 10Apr62; KK167407.
Quarter wheel opening cover; installation kit. I. S. 722A. © 12Jun62; KK170406.
Radiator & headlamp guard; installation kit. B-500 thru 700 & B-750. I. S. 840. Sheet 1-2. © 20Jun62; KK170405.
Radio antenna (standard); accessory installation. Fairlane. I. S. 800. Sheet 1-2. © 4Jun62; KK167416.
Radio rear seat speaker; accessory installation. Falcon-Comet. I. S. 846. Sheet 1-2. © 9Jul62; KK170384.
Radio rear seat speaker, model 76B; accessory installation. Ford. I. S. 832. © 20Jun62; KK170388.
Radio rear seat speaker models, all except 76; accessory installation. Ford. I. S. 709. Sheet 1-3. © 9Jul62; KK170391.
Radio rear seat speaker, models 71 only; accessory installation. Fairlane-Meteor. I. S. 841. Sheet 1-2. © 9Jul62; KK170383.
Rear view outside mirror; installation kit. Ford pass. 1963. I. S. 811. © 18Jun62; KK170367.
Rear view outside mirror; installation kit. I. S. 831. © 26Jul62; KK170376.

Rear view outside mirror, western type, RH or LH; kit. I. S. 303-A. © 2Aug62; KK170368.

Roof luggage carrier; installation kit. I. S. 671. © 14Feb62 (in notice: 1961); KK167403.

Seat belt; installation. I. S. 808. © 20Jun62; KK170392.

Spot lamp accessory kit; installation procedure. Thunderbird. I. S. 644. © 4Dec61; KK170375.

Spotlamp & bracket; accessory installation. Fairlane-Meteor. I. S. 646. Sheet 1-2. © 12Dec61; KK170398.

Spotlamp, L. H.; accessory installation. Thunderbird. I. S. 634. © 4Dec61; KK170397.

Trans assy, 3 speed floor shift; installation kit. Ford & Mercury std. trans. 352, 390, C. I. D. eng. I. S. 823. Sheet 1-5. © 12Jun62; KK170387.

Transmission control selector indicator lamp; installation instructions. I. S. 747. © 19Feb62; KK167408.

Turn signals, front series F-800 thru F-1100 & T-700 thru T-950; accessory installation. Truck, conventional. I. S. 789. © 18Jul62; KK170373.

Vibration service fix, procedure for installing Fairlane ac compressor. I. S. 849. © 2Aug62; KK170385.

Washer assy. windshield; installation. I. S. 758. Sheet 1-2. © 2Mar62; KK167411.

Windshield washer; accessory installation. Thunderbird. I. S. 864. © 16Aug62; KK170382.

Windshield washer, dual speed; accessory installation. Falcon-Comet. I. S. 810. © 9Jul62; KK170394.

Windshield washer, for single speed windshield wiper motor, models, all; accessory installation. Fairlane-Meteor. I. S. 771. © 20Jun62; KK170402.

Windshield washer, single speed; accessory installation. Falcon-Comet. I. S. 809. © 9Jul62; KK170393.

Windshield washer, single speed; accessory installation. Ford. I. S. 756. © 20Jun62; KK170401.

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Mirror assembly, rear view outside; installation. I. S. 714. © Ford Division of Ford Motor Co. (in notice: Ford Motor Co.); 18Dec61; KK167404.

Washer windshield; installation kit. I. S. 820. © Ford Division of Ford Motor Co. (in notice: Ford Motor Co.); 16May62; KK167418.

FOREMOST DAIRIES, INC. ©

Chocolate Brazil ice cream. Half gallon. © 25Oct62; KK170231.

Hawaiian harvest salad creamed cottage cheese. Contents one pint. © 25Jul62; KK169207.

Pecan Dandy ice cream. Buttered pecans and candy bits in pecan ice cream. Half gallon. © 20Jun62; KK167364.

Tastemark fresher tasting, evaporated milk. 13 2/3 oz. net wt. © 10Oct62; KK169206.

Tastemark low fat, evaporated, skimmed milk. 13 2/3 oz. net wt. © 10Oct62; KK169205.

FORESTRY SUPPLIERS, INC. ©

Jim-Gem tree injector. Appl. author: James W. Craig. © 1Dec62; KK170190.

FORST (MAX) THE PARTY BAKER, INC. ©
Petits fours, chocolate covered, assorted flavors. Contains 40 cakes. Net weight 20 oz. Appl. author: Max Forst. © 4Sep62; KK170637.

FORT HOWARD PAPER CO. ©

Where America plays, Fort Howard paper products are there. (In Time, Jan. 25, 1960, p.98) © 25Jan60; KK167349.

FOSTER PARENTS' PLAN, INC. ©

She sleeps on the earthen floor. Nga, Vietnamese, age 4. (In Esquire, May 1960, p.178) Appl. author: Lenore Sorin, executive director. © 1May60; KK167010.

FOX (WILLIAM T.) INC. ©

Please stop, with modern make-up you need Bellissima Foam Facial. Facial cleansing creme. Net weight 6 oz. © 2Jul62; KK167458.

FRACTOR CO., INC. ©

Calendar coquettes. Jan.-Dec. © Fractor a.a.d.o. Fractor Co., Inc.; 20Aug62; KK169036-169047.

FRANKEL SHOPS, INC. ©

Betty buy. (In Newsday, Oct. 16, 1962, p.16) © 16Oct62; KK169455.

Have fabrics, will travel. (In Newsday, Oct. 2, 1962, p.8) NM: revisions. © 20Oct62; KK169021.

Is your bedroom ready for inspection? (In Newsday, Oct. 30, 1962, p.3M) © 30Oct62; KK169819.

Oh, what fun it is to give gifts from Frankel's boutique and bath shop. (In Newsday, Dec. 4, 1962, p.6) © 4Dec62; KK170679.

Ready-made draperies to fit even this window. (In Newsday, Oct. 23, 1962, p.12) © 23Oct62; KK169497.

A suggestion for next year's election. (In Newsday, Nov. 13, 1962, p.18) © 13Nov62; KK169969.

A tablecloth makes all the difference. (In Newsday, Nov. 6, 1962, p.6) © 6Nov62; KK169820.

FRIER, JOHN. SEE Alox Manufacturing Co.

FRUM, GUY. ©

Full-O-Soap bath sponge. © 14Nov62; KK170434.

FULGHUM, HUGH M. ©

This valuable Lighter-Mart cigarette lighter only 50¢. © 11Sep62; KK168943.

G

G DISTRIB-CO. SEE Gee, Nicholas R.

G.E.M. SEE GOLDEN EAGLE MEDALLION CORP.

G. F. C. SEE GENERAL FOODS CORP.

GABLAN CORP. ©

Tops for cakes. Swiss Marzipan cake tops. © 50Oct62; KK169592.

GARIS, HOWARD R. ©

Uncle Wiggily. This is one of 16 aptitude tested puzzles ... for ages 4 to 9. 4508-X3. 28 pieces. By Milton Bradley Co. © 15Jan62; KK167336.

The Uncle Wiggily game. 4829-X. Appl. author: Milton Bradley Co. © 1Dec61; KK166997.

GARLAND CHEMICAL PRODUCTS CO. ©

HighTorque concentrated complete nitrated racing fuel. 16 fluid ounces. © 1Sep62; KK168805.

Traction Magic, for sure traction of tires. 8 fluid ounces. © 10May62; KK169172.

GARNEAU (JOSEPH) CO. ©

Germany's most celebrated Rhine & Moselle wines. Anheuser. (In The New Yorker, May 26, 1962, p.144) Appl. author: Fred C. Clarke. © 26May62; KK168091.

Only the first light Scotch can wear the Green Stripe. Usher's. [Eilean Donan castle] (In The Social spectator, July 1962, p.142) Appl. author: Fred C. Clarke. © 1Jul62; KK168094.

Only the first light Scotch can wear the Green Stripe. Usher's. (In Sports illustrated, July 9, 1962, p.8) Appl. author: Fred Clarke. © 9Jul62; KK168093.

True Italian sparkle. Asti Gancia Italian sparkling wine. (In Newsweek, Aug. 13, 1962, p.2) Appl. author: Fred Clarke. © 13Aug62; KK169641.

Wine, words, eyes, true Italian sparkle. Asti Gancia Italian sparkling wine. (In Newsweek, July 30, 1962, p.3 of cover) Appl. author: Fred Clarke. © 30Jul62; KK169640.

With tonight's music enjoy Cruse vin rose. (In Boston Pops Orchestra 77th season program, 1May62, p.19) Appl. author: Fred Clarke. © 1May62; KK169836.

You never had it so dry. Gancia dry vermouth. (In Highland Park news, Sept. 6, 1962, p.H42-D58) Appl. author: Fred Clarke. © 6Sep62; KK169639.

You never had it so dry. Gancia dry vermouth. (In Michigan beverage news, Sept. 4, 1962, p.7) Appl. author: Fred Clarke. © 4Sep62; KK169638.

You never had it so dry. Gancia dry vermouth. (In The Life, Skokie, Sept. 6, 1962, p.5) Appl. author: Fred Clarke. © 6Sep62; KK169637.

You never had it so dry. Gancia imported Italian vermouth. (In Newsweek, Oct. 22, 1962, p.98) Appl. author: Fred Clarke. © 22Oct62; KK169635.

You've never had it so dry. Gancia vermouth. (In Newsweek, June 25, 1962, p.73) Appl. author: Fred Clarke. © 25Jun62; KK168092.

GARRETT CORP. ©

Primary power and auxiliary power for aircraft, missile systems, vehicles, industry. Model 331 gas turbine engine. © 27Apr62; KK167558.

Primary power for helicopter, compound helicopter, fixed wing aircraft, VTOL aircraft. Model 331 gas turbine engine. © 27Apr62; KK167557.

GATES RUBBER CO. ©

Fan belt finder, includes 1962 models. Appl. author: Bob Bruce. NM: revisions. © 15May62; KK170090.

Truck tire specifications and mills per mile calculator. Appl. author: LeRoy Cockrell. © 29Jun62; KK168843.

GEE, NICHOLAS R.

Combination cement, taping, topping, texture, all in one package. © N. R. Gee d.b.a. G Distrib-Co.; 28May62; KK167223.

GEHRKE, ALBERT E. SEE JUMPIN JIG CO.

GEISEL, THEODOR SEUSS.

Sleep book, by Dr. Seuss, pseud. (Dr. Seuss's Sleep book) (In Publisher's weekly, May 28, 1962, p.52) © Dr. Seuss; 25May62; KK167916.

GELLES-WIDMER CO. ©

Teach-me Spanish vocabulary words, set 1. No.64070. © 10Jul62; KK170320.

GENERAL FIREPROOFING CO. ©
Duncastle, 53% virgin Danish wool/
47% rayon. Swatch cards. © 1Nov62;
KK169921.

GENERAL FOODS CORP. ©
Look, bright new packages full of
fun and flavor. Kool-Aid, instant
soft drink. Packages. (In Look,
Oct. 9, 1962, p.111) Appl. author:
Foote, Cone & Belding. © 28Sep62;
KK169406.

GENERAL FOODS CORP. PERKINS-S.O.S.
DIVISION.
10 cents off because we want you to
taste the old-time barbecue flavor
of Open Pit barbecue sauce. (In
Good housekeeping, July 1962, p.15)
Appl. author: Ogilvy, Benson &
McNether, Inc. © General Foods Corp.,
Perkins-S.O.S. Division (in notice:
General Foods Corp.); 19Jun62;
KK167169.

GENERAL GROCER CO. ©
Exclusive free offer! This lovely
4-piece place setting is yours free.
David & Goliath Stores, Inc.
© 22Jun62; KK167220.

GENERAL INDUSTRIAL SERVICES, INC. ©
Home comfort instruction chart for
use in connection with E-Z fix tag
system. © 24Apr62; KK170091.

GENERAL MARKETING CORP. ©
Kroger Lucky 7 game. © 26Jul62;
KK167686.

GENERAL MILLS, INC. ©
Betty Crocker buttermilk pancake mix.
1 lb. net wt. (Series no.1)
© 21Mar62; KK169747.
Betty Crocker buttermilk pancake mix.
1 lb. net wt. (Series no.2)
© 25Sep62; KK169732.
Betty Crocker buttermilk pancake
mix. 2 lbs. 10 oz. net wt.
(Series no.57S) © 15Sep62;
KK169432.
Betty Crocker caramel fudge frosting
mix. 14 oz. net wt. (Series no.15)
© 1Feb62; KK169737.
Betty Crocker cherry fluff frosting
mix. 7.25 oz. net wt. (Series
no.15) © 15Feb62; KK169740.
Betty Crocker chocolate fudge flavor
frosting mix. 14 oz. net wt.
(Series no.30) © 20Oct61; KK169739.
Betty Crocker chocolate malt flavor
frosting mix. 14 oz. net wt.
(Series no.30) © 20Oct61;
KK169738.
Betty Crocker coconut macaroon mix.
13 oz. net wt. (Series no.16)
© 29Jan62; KK169727.
Betty Crocker creamy white frosting
mix. 14 oz. net wt. (Series
no.14) © 20Oct61; KK169733.
Betty Crocker dark chocolate, fudge
flavor frosting mix. 14 oz. net
wt. (Series no.4) © 20Oct61;
KK169734.
Betty Crocker date bar mix. 14 oz.
net wt. (Series no.27) © 1Nov61;
KK169729.
Betty Crocker date muffin mix. 14 oz.
net wt. (Series no.13) © 21Feb62;
KK169746.
Betty Crocker French vanilla angel
food cake mix. 15 oz. net wt.
(Series no.1) © 1Jun62; KK169735.
Betty Crocker French vanilla cake
mix. 1 lb. 2.8 oz. net wt.
(Series no.1) © 1Jun62; KK169736.
Betty Crocker French vanilla frosting
mix. 6.5 oz. net wt. (Series
no.1) © 1Jun62; KK169742.
Betty Crocker fudge brownie mix;
new, family size. 1 lb. 7 oz. net
wt. (Series no.1) © 12Feb62;
KK169730.

Betty Crocker gingerbread mix. 14.5
oz. net wt. (Series no.44)
© 27Nov61; KK169731.
Betty Crocker golden pound cake mix.
1 lb. 1 oz. net wt. (Series no.6)
© 7May62; KK169753.
Betty Crocker golden safflower oil.
14 fl. oz. (Series no.1) © 1Jul61;
KK169752.
Betty Crocker lemon fluff frosting
mix. 6.5 oz. net wt. © 15Feb62;
KK169741.
Betty Crocker macaroni & cheddar.
Net wt. 8 oz. (Series no.1)
© 15Aug62; KK169433.
Betty Crocker, new, dark chocolate,
fudge flavor cake mix. 1 lb. 2.5
oz. net wt. (Series no.1)
© 30Mar62; KK169728.
Betty Crocker new premium Bisquick
variety baking mix. Net wt. 1 lb.
10 oz. (Series no.1) © 28Mar62;
KK169749.
Betty Crocker noodles almondine.
Net wt. 6 oz. (Series no.1)
© 15Aug62; KK169434.
Betty Crocker noodles italiano.
Net wt. 6 oz. (Series no.1)
© 15Aug62; KK169435.
Betty Crocker orange muffin mix.
14 oz. net wt. (Series no.13)
© 21Feb62; KK169744.
Betty Crocker raisin bran muffin mix.
14 oz. net wt. (Series no.13)
© 21Feb62; KK169745.
Betty Crocker Softasilk cake flour,
bleached. Net wt. 2 lbs. (Series
no.76) © 1Sep61; KK169748.
Betty Crocker wild blueberry muffin
mix. 13 1/2 oz. net wt. (Series
no.10) © 21Feb62; KK169743.
Betty Crocker's merry makings, fun
foods for happy entertaining.
© 1Nov62; KK170596.
Golden Valley variety baking mix.
Net wt. 1 lb. 10 oz. (Series no.1)
© 28Mar62; KK169750.
Golden Valley variety baking mix.
Net wt. 1 lb. 10 oz. (Series no.2)
© 28Mar62; KK169751.
How do you like your chocolate? Only
Betty Crocker lets you pick 'n'
choose from seven, 7, cake and
frosting mixes. (In Ladies' home
journal, Nov. 1962, p.6-7) Appl.
author: Needham, Louis & Brorby,
Inc. © 23Oct62; KK169450.
Johnny, why not ask the new boy next-
door over for some Kool-Aid.
Instant soft drink. Baseball.
(In Look, July 31, 1962, p.36)
Appl. author: Foote, Cone &
Belding. © 17Jul62; KK169407.
Kids, this is to help celebrate
Dad's new grill. Kool-Aid, instant
soft drink. Dad's grill. (In
Look, Aug. 28, 1962, p.57) Appl.
author: Foote, Cone & Belding.
© 14Aug62; KK169408.
The light, light angels come from
Betty Crocker. (In Ladies home
journal, Oct. 1962, p.22-23)
Appl. author: Needham, Louis &
Brorby, Inc., Advertising.
© 20Sep62; KK169325.
New and magnifique, 3 French vanilla
mixes from Betty Crocker. (In
Ladies home journal, Sept. 1962,
p.2-3) Appl. author: Needham,
Louis and Brorby, Inc., Advertising.
© 21Aug62; KK169826.

GENESEE BREWING CO., INC. ©
People in the know, people on the go,
enjoy the Genesee secret. (In Roches-
ter Catholic courier journal,
Aug. 2, 1962, p.5) © 2Aug62;
KK168484.

GERDING, JAMES A. SEE PANCAKE PANTRY.

GERMAIN'S, INC. ©
Bel-Air lawn seed. Net wt. 1 lb.
© 6Nov62; KK170185.

The crowning glory of America's gar-
dens, Rose Queen hybrid tea rose.
Appl. author: Sweeney, Krist &
Dimm. © 19Nov62; KK169942.

Gard'n aid vine guides. © 15Nov62;
KK170184.

Pentrex modern poly-nutrient plant
food with soil penetrant added.
Net contents 1 gallon. © 5Sep62;
KK169121.

12 brand lawn seed. Net wt. 1 lb.
© 15Sep62; KK169122.

GILLETTE CO. ©
Christmas is just around your corner.
Foamy instant lather. (In The
Sporting news, Nov. 24, 1962, p.18)
© 24Nov62; KK170034.
Display the whole Gillette lineup and
get extra sales from your razor and
blade customers. (In Tobacco re-
tailers' almanac 1962-1963, p.9)
© 22Oct62; KK169487.
For Christmas, two Gillette firsts.
Foamy shaving cream. (In Variety
store merchandiser, Sept. 1962,
p.38) © 1Sep62; KK168471.
Have a perfect day. New Gillette
slim adjustable. Razor. (In Knotty
problems of baseball, p.92-93)
© 3Jul62; KK167529.
Keeps legs lovelier, pampers delicate
skin. New Lady Gillette. (In
McCall's, Jan. 1963, p.R-2)
© 18Dec62; KK170675.
Lovely lady, don't forget, protect
your loveliness with the new Lady
Gillette. (In McCall's, Dec. 1962,
p.R-8) © 19Nov62; KK170049.
New Gillette adjustable razor; World
Series special. Display card.
© 3Aug62; KK168336.
New razor ... new price, new deal.
Slim adjustable. (In Post exchange
and commissary, Aug. 1962, p.2-3)
© 1Aug62; KK167893.
New razor ... new price, new deal.
Slim Adjustable. (In Progressive
gorcer, Aug. 1962, p.44-45)
© 1Aug62; KK167891.
The perfect lineup. New Gillette
slim adjustable razor. (In Offi-
cial American football league
guide 1962, p.122-123) © 19Sep62;
KK169267.
So easy shaving you can hardly believe
there's a blade in the razor.
Super Blue Blades in dispenser.
Window poster. © 13Aug62; KK168451.
World Series special, new Gillette
slim adjustable razor. (In The
Sporting news, Aug. 25, 1962, p.15)
© 25Aug62; KK168441.
World Series special; new, Gillette
slim adjustable razor. Window
poster. © 13Aug62; KK168449.
World Series special; new, Gillette
slim adjustable razor plus Gillette
Foamy, the cream of all instant
lathers. (In Army times, Aug. 25,
1962, p.27) © 25Aug62; KK168452.

GILLRAY, JAMES.
Join the thousands of other intellec-
tuals who have discovered the joy
of reading Eros. SEE EROS MAGAZINE,
INC.

GILMAN ENGINEERING & MANUFACTURING CO. ©
Powder metal components. Appl.
author: E. R. Hollingsworth &
Associates. © 8Nov62; KK170201.

GLASS, MARVIN. ©
Miss Popularity, the true American
teen game. For 2 to 4 players.
No.3892. © 4Oct61; KK168363.

GLATT, HERBERT. SEE MAGLA PRODUCTS.

GLIDDEN CO. ©

Freshest idea since the coconut, Durkee's twin-pak. (In This week, Oct. 28, 1962, p.13) Appl. author: Meldrum & Fewsmith, Inc. © 28Oct62; KK170282.

So durable you won't need to paint again until you want to change colors, Spread Satin. (In This week magazine, Sept. 9, 1962, p.6) Appl. author: Meldrum & Fewsmith, Inc. © 9Sep62; KK168635.

Spread makes house painting twice as easy, lasts years longer. (In This week magazine, Aug. 26, 1962, p.8) Appl. author: Meldrum & Fewsmith, Inc. © 26Aug62; KK168438.

GLORYBLOOM GARDEN PRODUCTS.

Showers of flowers no.4. © Glory-bloom Garden Products, division of the Roskam Co.; 1Aug62; KK168504.

GOEBEL BREWING CO. ©

Handy hints from the Goodnik Garden Club. (In The Detroit news, July 4, 1962, p.1-D) © 4Jul62; KK167612.

Help stamp out badniks. (In The Detroit news, June 27, 1962, p.1-G) © 27Jun62; KK167435.

GOFF (ROY) & CO., INC. ©

Beef & beef by-products chunks for your dog. 15 oz. net wt. Appl. author: Jerome Milord. © 26Oct62; KK169955.

GOLDEN EAGLE MEDALLION CORP. OF AMERICA.

All American key rings & medallions. © G.E.M. a.a.d.o. Golden Eagle Medallion Corp. of America; 7Jun62; KK167883.

GOLDEN KEY HOMES, INC. ©

Golden Triangle, the beautiful rancher with the built-in double bonus. GT 50-S. Appl. author: Jack L. Gottlieb. © 1Feb62; KK167001.

GOLOS, LOUIS. ©

10,001 Christmas gifts. © 17Sep58; KK138499.

GOODMAN (H.) & SONS, INC. ©

For professional use introducing Goody hair beauty preparations. Goody instant hair conditions, item no.9060. © 4Jun62; KK167201.

Goody free advertising material. Ad mat no.BT2. © 29May62; KK167200.

Goody perma-comb, finest quality aluminum teasing comb. Item no.737. NM: revisions & additions. © 24May62; KK167329.

Goody presents new stretch head bands. 2049/2. 1962 catalog supplement no.3. © 29May62; KK167198.

Goody unbreakable nylon teasing combs. Item no.437. 1962 catalog supplement no.1. © 29May62; KK167197.

How to create the 5 most popular Cleopatra hair styles. No.2078 headband with bow. © 4Jun62; KK167196.

Special value. Goody attractively decorated black and gold roller tote containing big value rollers. Ball Tip brush rollers. 8200. 1962 Catalog supplement no.2. © 29May62; KK167199.

GOODRICH (B. F.) CO. ©

August whitewall sale. Silvertown. (In Buffalo courier-express, Aug. 5, 1962, p.2C) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Aug62; KK169906.

First time in history, 40% off on B. F. Goodrich puncture sealing nylon Life-Savers. (In Buffalo courier-express, Apr. 15, 1962, p.7C) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr62; KK168196.

Free, this month only, a heavy duty auto seat belt when you buy a pair of BFG big edge nylon HT tires.

(In Buffalo courier-express, June 3, 1962, p.5C) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Jun62; KK168195.

Here's why you need BFG big edge tires with extra rubber where the wear is. 1946; 1962. (In Boston traveler, Mar. 1, 1962, p.39) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar62; KK168191.

July special, four new BFG tires for less than \$35. (In Buffalo courier-express, July 8, 1962, p.2C) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Jul62; KK168695.

Look at your own tires today ... BFG big edge tires put extra rubber where the wear is. (In Buffalo courier-express, Mar. 18, 1962, p.2C) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Mar62; KK168188.

On go the brakes, off comes the rubber. Skid mark. (In Life, June 8, 1962, p.52-53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Jun62; KK169401.

Sale, nylon BFG long milers with the highway patrol tread design. (In The Boston globe, May 7, 1962, p.27) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7May62; KK168190.

Take a good look at this worn tire. (In Life, Apr. 27, 1962, p.24-25) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Apr62; KK169403.

When a narrow-edge tire has worn almost bald, a BFG big edge tire still has half its tread to go. Wear test comparison. (In Life, Aug. 24, 1962, p.70-71) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Aug62; KK169402.

GORDON (JACKIE) MEN'S STORE, INC. ©

Are your closets big or small? (In Evening bulletin, Philadelphia, Dec. 3, 1962, p.5) © 3Dec62; KK170161.

Do you own a sharkskin suit? (In Evening bulletin, Philadelphia, Nov. 5, 1962, p.5) © 5Nov62; KK170058.

Does your wife nag you? (In Philadelphia evening bulletin, Nov. 19, 1962, p.5) © 19Nov62; KK169794.

Every garment in our store has a famous label. (In Philadelphia evening bulletin, Sept. 24, 1962, p.4) © 24Sep62; KK168925.

How's your subtraction? (In Philadelphia evening bulletin, Oct. 15, 1962, p.4) © 15Oct62; KK169256.

Join our 19 to 34 club. (In Philadelphia evening bulletin, Oct. 1, 1962, p.5) © 1Oct62; KK169011.

The long and short of it. (In Philadelphia evening bulletin, Sept. 12, 1962) © 12Sep62; KK168875.

Look inside your suit jacket. (In The Evening bulletin, Philadelphia, Sept. 19, 1962, p.4) © 19Sep62; KK168729.

Men's coats are shorter this year. (In Evening bulletin, Philadelphia, Nov. 12, 1962, p.4) © 12Nov62; KK170562.

Metrecal or beer? (In Philadelphia evening bulletin, Sept. 5, 1962) © 5Sep62; KK168516.

Too much of a good thing? (In The Evening bulletin, Philadelphia, Oct. 22, 1962, p.5) © 22Oct62; KK169348.

24 shopping days till winter. (In Philadelphia evening bulletin, Nov. 26, 1962, p.5) © 26Nov62; KK170023.

Two will get you three. (In Philadelphia evening bulletin, Oct. 8, 1962, p.5) © 8Oct62; KK169152.

Want him gift-wrapped? (In Evening bulletin, Philadelphia, Dec. 17, 1962, p.4) © 17Dec62; KK170582.

Who needs any mistletoe? (In The Evening bulletin, Philadelphia, Dec. 10, 1962, p.4) © 10Dec62; KK170361.

Why are we growing so fast? (In Philadelphia evening bulletin, Oct. 29, 1962, p.5) © 29Oct62; KK169493.

GORHAM CO. ©

Blithe Spirit designed for a girl in a special frame of mind. Sterling. (In Mademoiselle, Oct. 1960) © 29Sep60; KK169552.

GRABIN-SHAW ADVERTISING, INC. ©

Convenient wallet size rail-air-bus schedule, Milwaukee-Chicago; 1962-1963. © 5Nov62; KK170230.

Premiere opening. Coach House Motor Inn. (In The Milwaukee journal, June 10, 1962, p.23) © 10Jun62; KK167715.

Thank you, Wisconsin, for your warm response. Coach House Motor Inn. (In The Milwaukee journal, June 17, 1962, p.15) © 17Jun62; KK167716.

GRAFF VENDING SUPPLY CO., INC. ©

King cobra. © 25Sep62; KK169395.

GRAF'S BEVERAGES, INC. ©

Diet Cola. © 14Nov62; KK170674.

GRAHAM, JOE. ©

Picture it now, see it forever. © 5Oct62; KK169780.

GRAHAM, WORTH B. SEE MIRACLE SOIL PRODUCTS, INC.

GRAYAND SPORTS ENTERPRISES.

Predict-a-play baseball, the national pastime. © Grayle Howlett d.b.a. Grayand Sports Enterprises; 3Apr62; KK167049.

GREAT WESTERN SAVINGS & LOAN ASSN., LOS ANGELES. ©

Grand opening, Great Western Savings in the Valley. (In Los Angeles times, Dec. 27, 1962, San Fernando Valley section, p.5) © 27Dec62; KK170703.

If a federal agency doesn't insure a savings account beyond \$10,000. (In Los Angeles herald-examiner, June 26, 1962, p.20) © Great Western Savings & Loan Assn.; 26Jun62; KK167143.

This ad will bore you unless you want to get more for your savings. (In Los Angeles herald-examiner, July 2, 1962, p.18) © Great Western Savings & Loan Assn.; 2Jul62; KK167167.

To build a sound investment portfolio, start here. (In Los Angeles times, Sept. 26, 1962, p.24) © Great Western Savings & Loan Assn.; 26Sep62; KK168931.

GREEN, JAMES. ©

Termite exterminator. © 5Nov62; KK169653.

GREEN GIANT CO. ©

The Green Giant's good-things column. Niblets corn. (In The New Yorker, Mar. 17, 1962, p.87) Appl. author: Leo Burnett Co., Inc. © 15Mar62; KK168566.

Happy 25th from the jolly Green Giant. (In Super market merchandising, May 1962, p.152) Appl. author: Leo Burnett Co., Inc. © 1May62; KK168565.

How to get kids to eat vegetables. (In Chain store age, Feb. 1962, p.138) Appl. author: Leo Burnett Co., Inc. © 25Jan62; KK168567.

How to get kids to eat vegetables, and love 'em. (In Life, Mar. 16, 1962, p.62-63) Appl. author: Leo Burnett Co., Inc. © 12Mar62; KK168561.

Is the canned corn you serve quick-served and vacuum packed? (In Institutions, Mar. 1962, p.93) Appl. author: Leo Burnett Co., Inc. © 1Mar62; KK168563.

New from the Green Giant, baby brussels sprouts frozen in butter sauce. (In The Phoenix gazette, May 17, 1962, p.54) Appl. author: Leo Burnett Co., Inc. © 17May62; KK168560.

Yours free, 6-piece plastic bowl cover set. Kitchen sliced beans. (In Wilkes-Barre record, Apr. 26, 1962, p.11) Appl. author: Leo Burnett Co., Inc. © 26Apr62; KK168562.

Yours free, 6-piece plastic bowl cover set. New smaller-size peas. (In The Fresno bee, Mar. 28, 1962, p.1-B) Appl. author: Leo Burnett Co., Inc. © 28Mar62; KK168564.

GREENLAND STUDIOS. © Instant honeymoon orange blossom boudoir spray. Net contents: 4 ounces. © 7Nov62; KK169956.

GREENOUGH PRODUCTS CO., INC. © Romeo 'n Julie hats. © 15Oct62; KK170199.

GRID-KLEEN CO. © It works like magic, the miracle cleaner, Grid-Kleen carbon remover. Appl. author: Jack W. Anderson. © 1Jun61; KK169833.

GRIFFITH, LE JEUNE W. SEE LE JEUNE.

GRINNELL CO., INC. © Diaphragm valves flow rule. © 4Sep62; KK168955.
Grinnell-Saunders diaphragm valve, Cv. © 4Sep62; KK169831.

GRISWOLD CONTROLS. © Coin operated water dispensing unit, models 70-71. © 30Aug62; KK168450.

GROSS (A.) CANDLE CO., INC. © Surge, illuminate Jerusalem. (Liturgical calendar) © 22Oct62; KK169725.

GROSS, WALTER H. © Hercules of your health team, your pharmacist. Morty Pestle. NM: revision & additions. © 11Jul62; KK167369.
Keep drugs out of the reach of children. Morty Pestle. NM: revisions & additions. © 11Jul62; KK167366.
Knowledge, integrity, ability, your pharmacist. Morty Pestle. NM: revisions & additions. © 11Jul62; KK167368.
Obtain your medicinals from one who knows, your pharmacist. Morty Pestle. NM: revisions & additions. © 11Jul62; KK167365.
Pharmacy, your arsenal against disease. Morty Pestle. NM: revisions & additions. © 11Jul62; KK167367.

GRO-WEL FISH-ADE CO., INC. © Swirl-Away aquarium vacuum cleaner. Cat. no.635. © 4Oct62; KK169858.
Swirl-away disposable filter bags. © 4Oct62; KK170464.

GUARDIAN CHEMICAL CO. © Clear Bond concrete treatment. NM: revisions. © 26Jun62; KK167580.

GUARDIAN LIGHT CO. © Guardian Light presents Flair area lighting fixtures. (In Super service station, July 1962, p.159) Appl. author: W. S. Akely. NM: compilation & pictorial matter. © 1Jul62; KK167295.

The right name for all your outdoor lighting needs. Service station. (In Super service station magazine, May 1962, p.187) Appl. author: W. S. Akely. NM: additions. © 1May62; KK167003.

GULF & WESTERN INDUSTRIES, INC. © A totally new concept. The American Parts system. (In Jobber topics, Oct. 1962, p.41-44) Appl. author: Clay Stephenson Associates, Inc. © 10Oct62; KK170421.

H

H.C.C., INC. SEE HYDROPONIC CHEMICAL CO., INC.

HM CO. SEE HERO MANUFACTURING CO., INC.

H-R CO., INC. SEE HOLLAND-RANTOS CO., INC.

H. T. I. SEE HONEY TOY INDUSTRIES, INC.

HABIG, P. The voice of Earl Long. SEE NEWS RECORDS, INC.

HAGUE, MORTON. © Eskimo golf, a game for summer & winter. © 3Jun62; KK167740.

HAJI BABA'S CHARCOAL PIT, INC. © Seasoning for marinating shish kebab & meat dishes. Net wt. 3 1/2 oz. Appl. author: Harry Akullian, Jr. © 12Sep62; KK169374.

HALL (ROBERT) CLOTHES, INC. © Dress better, spend less. (In Look, Apr. 10, 1962, p.17) © 10Apr62; KK168528.
For only \$61 Robert Hall outfits a family of 4 in warm winter coats insulated with DuPont Orlon acrylic pile. (In Look, Nov. 20, 1962, p.27) © 20Nov62; KK169632.
From Maine to Hawaii. (In Look, Sept. 11, 1962, p.85) © 11Sep62; KK168527.

HAMILTON COSCO, INC. © Gro-planter. © 4Dec62; KK170323.

HAMM (THEO.) BREWING CO. © New, cool-blue look. [Hand with bottle & 6-pack] Appl. author: Campbell-Mithun, Inc. © 8Aug62; KK168866.
New, cool-blue look. 6-pack & bottle in ice cubes. Appl. author: Campbell-Mithun, Inc. © 13Aug62; KK168867.
New, Hamm's cool-blue look. Large can in ice. Appl. author: Campbell-Mithun, Inc. © 10Jul62; KK168868.
Refreshing as the land of sky-blue waters. Toasting glasses. Appl. author: Campbell-Mithun, Inc. © 1Nov62; KK169972.
Wouldn't a cold Hamm's taste good right now? Hamm's beer. Appl. author: Campbell-Mithun, Inc. © 1Jul62; KK167323.

HAMMOND ORGAN CO. © The big top is home to this Hammond pioneer. [Endorsed by Kate Thorne] (In International musician, June 1962, p.17) © 1Jun62; KK170264.
Classical? Romantic? Baroque? Theater? The Hammond concert organ lets you capture all of these basic organ tones with unexcelled precision. (In American organist, Jan. 1962, p.17) Appl. author: Young & Rubicam, Inc. © 31Dec61; KK167075.

Dreams built St. Matthews Church and put a Hammond organ inside. (In Episcopalian, May 1962, p.63) Appl. author: Young & Rubicam, Inc. © 16Apr62; KK168159.

The First Baptist Church of Hawkinsville, Georgia has a new chapel and a new Hammond organ that matches perfectly. (In Moody monthly, June 1962, p.7) Appl. author: Young & Rubicam, Inc. © 25May62; KK168160.

First of a series telling how the concert model Hammond organ enlarges the musical resources at your command. A Hammond exclusive: the solo pedal unit. (In American organist, Apr. 1962, p.19) Appl. author: Young & Rubicam, Inc. © 1Apr62; KK167074.

A Hammond organ exclusive: harmonic bars. (Second in a series telling how the concert model Hammond organ enlarges the musical resources at your command) (In The American organist, June 1962, p.16) Appl. author: Young & Rubicam, Inc. © 1Jun62; KK170265.

A Hammond organ keeps the church in the home seven days a week. (In Together, May 1962, p.69) Appl. author: Young & Rubicam, Inc. © 15Apr62; KK167069.

The Hammond organ that was bought with chocolate bars. (In School management, May 1962, p.143) Appl. author: Young & Rubicam, Inc. © 23Apr62; KK170266.

How the Hammond concert organ adds to your musical curriculum. (In Product information for schools, Aug. 1962, p.95) Appl. author: Young & Rubicam, Inc. © 1Aug62; KK170272.

If you can work this, you can play this; the new sound of music is you at the Hammond. (In Redbook, Sept. 1962, p.27) Appl. author: Young & Rubicam, Inc. © 28Aug62; KK170252.

If you had a Hammond organ, there'd be a fresh, new pace to every day. (In McCall's, Aug. 1962, p.9) Appl. author: Young & Rubicam, Inc. © 23Jul62; KK170247.

The man who gave the music store a crew cut. (In Nation's business, Aug. 1962, p.5) Appl. author: Young & Rubicam, Inc. © 1Aug62; KK170261.

Meet the Hammond organ president's dealer panel. (In Piano trade magazine, June 1962, cover) Appl. author: Young & Rubicam, Inc. © 1Jun62; KK170267.

Music's most glorious voice and most valuable franchise. (In Piano trade magazine, Apr. 1962, cover) Appl. author: Young & Rubicam, Inc. © 1Apr62; KK168162.

The new ideas in organs come from Hammond. Now, a new Hammond spinet organ for your church. (In This day, Nov. 1961, p.44) Appl. author: Young & Rubicam, Inc. © 20Oct61; KK167076.

The new sound of music is you at the Hammond. (In National geographic, May 1962) Appl. author: Young & Rubicam, Inc. © 1May62; KK168150.

The new sound of music is you at the Hammond. (In Redbook, May 1962, p.9) Appl. author: Young & Rubicam, Inc. © 24Apr62; KK167070.

The new sound of music is you at the Hammond. Listening-type music vs. playing type music. (In McCall's, June 1962, p.1) Appl. author: Young & Rubicam, Inc. © 21May62; KK168168.

The new sound of music is you at the Hammond. Plan a room around a Hammond Organ? (In House beautiful, June 1962, p.13) Appl. author: Young & Rubicam, Inc. © 19May62; KK168170.

HAMMOND ORGAN CO.-Con.

The new sound of music is you at the Hammond. The Andersons turned in early again tonight. (In Music Journal, May 1962, p.15) Appl. author: Young & Rubicam, Inc. © 24Apr62; KK168171.

The new sound of music is you at the Hammond. The curious retirement program of Mr. Stuart W. Brown. (In Fortune, May 1962, p.12A) Appl. author: Young & Rubicam, Inc. © 24Apr62; KK168167.

The new sound of music is you at the Hammond. The wonderful adventure of staying at home. (In Holiday, June 1962, p.27) Appl. author: Young & Rubicam, Inc. © 15May62; KK168169.

One of these two new Hammond organs will be just right for your church. L-100 spinet. (In This day, Feb. 1962, p.20) Appl. author: Young & Rubicam, Inc. © 20Jan62; KK167073.

One whole floor of this new Baptist church is an organ sound chamber. (In Moody monthly, Sept. 1962, p.11) Appl. author: Young & Rubicam, Inc. © 25Aug62; KK170254.

Only on a Hammond, as every professional knows, the Hammond is the only organ with harmonic drawbars. (In International musician, Mar. 1962, p.5) Appl. author: Young & Rubicam, Inc. © 1Mar62; KK167071.

Play the melody between the lines, and be a calmer mother; the new sound of music is you at the Hammond. Love song. (In Redbook, July 1962, p.5) Appl. author: Young & Rubicam, Inc. © 26Jun62; KK170262.

St. Patrick's Church of Rockford, Illinois chose a Hammond organ. (In Homiletic & pastoral review, June 1962, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 20May62; KK168161.

Think like a leader. (In Piano trade magazine, July 1962, cover) Appl. author: Young & Rubicam, Inc. © 1Jul62; KK170268.

This is where the fun started. It seems so obvious now, but until the Hammond chord organ was invented 12 years ago, no one had dreamed that an untalented beginner could sit down and play satisfying music. (In Piano trade magazine, Mar. 1962, p.1 of cover) Appl. author: Young & Rubicam, Inc. © 1Mar62; KK167072.

We are pleased beyond words with the Hammond organ installation in the Butler Third Ward, East Jordan stake house. [Endorsed by Mark R. Cram] (In Improvement era, May 1962, p.349) Appl. author: Young & Rubicam, Inc. © 25Apr62; KK170253.

What do we have up our sleeve? (In Naam daily, June 25, 1962, p.21) Appl. author: Young & Rubicam, Inc. © 25Jun62; KK170249.

Which are our favorite dealers? (In Namm daily, June 24, 1962, p.6) Appl. author: Young & Rubicam, Inc. © 24Jun62; KK170251.

Who? What? Where? When? Why? (In Namm daily, June 27, 1962, p.5) Appl. author: Young & Rubicam, Inc. © 27Jun62; KK170250.

Why are Hammond organ dealers assured a progressive sales growth and long range security? (In Piano trade magazine, May 1962, cover) Appl. author: Young & Rubicam, Inc. © 1May62; KK170263.

Why the Hammond Extravoice organ is a perfect instrument for schools. (In Product information for schools, June 1962, p.52) Appl. author: Young & Rubicam, Inc. © 1Jun62; KK170270.

With a Hammond organ, you don't go on a vacation, you stay on one; the new sound of music is you at the Hammond. This well-traveled Hammond is the new Luxury spinet. (In Holiday, Aug. 1962, p.71) Appl. author: Young & Rubicam, Inc. © 15Jul62; KK170248.

You're invited to a birthday party for the Hammond chord organ in May at your Hammond dealer. (In Look, May 8, 1962, p.3) Appl. author: Young & Rubicam, Inc. © 1May62; KK168172.

HAM-WIL-COL. ©

Educational number jacks. Appl. author: Orlin Hammitt. © 14Aug62; KK170560.

HANRAHAN, EDWARD T. ©

Chalk-Talk educational chalkpaper. Contents: Chalk-Talk pencil, memo sheet, 8 1/2 x 11 lined sheet for school folders, graph grid chart. © 7Sep62; KK168885.

Chalk-Talk, educational chalk paper; washable, reusable plastic paper. © 9Nov62; KK169618.

HANSON (CHRIS A.) CO.

Survival signal kit; helium filled captive signal balloon, aircraft & boat model. This kit contains: complete instructions for using the signal survival kit. © Chris A. Hanson d.b.a. Chris A. Hanson Co.; 26Apr62; KK167844.

HARMON MACHINE CO., INC. ©

Now from Amco a complete line of sanitary vendors. Appl. author: Jack D. Harmon. © 28Sep62; KK169245.

Sold for the prevention of disease only. Latex prophylactic. Appl. author: Jack D. Harmon. © 28Sep62; KK169117.

HARPER (I. W.) DISTILLERY CO. ©

Coming soon, two great new decanters for I. W. Harper. (In Liquor store, Oct. 1962, p.80) Appl. author: Otto Kleppner. © 10Oct62; KK169419.

In the great Kentucky tradition, I. W. Harper presents the packaging triumph of the holiday season. (In Liquor store, Nov. 1962, p.56-62) Appl. author: Otto Kleppner. © 1Nov62; KK169916.

The most prized gift of all. I. W. Harper bourbon. (In The New York times, Nov. 20, 1962, p.23) Appl. author: Otto Kleppner. © 20Nov62; KK170317.

Prized Kentucky bourbon, I. W. Harper, is now 8 years old at no increase in price. (In Kentucky beverage Journal, July 1, 1962, p.77) Appl. author: Otto Kleppner. © 1Jul62; KK170420.

You give so much more pleasure with I. W. Harper bourbon. (In Town & country, Nov. 1962, p.87) Appl. author: Otto Kleppner. © 1Nov62; KK170085.

You give so much more pleasure with I. W. Harper, the gold medal bourbon, mellow 86 proof. (I. W. Harper decanter) (In The New York times, Dec. 4, 1962, p.30) Appl. author: Otto Kleppner. © 4Dec62; KK170409.

HARR, W. G. ©

Buy a Harrco grocery toter. © 28Jun62; KK167577.

HARRY & DAVID. ©

Easter, April 22nd. NM: additions & revisions. © 21Mar62; KK170486.

Farm packed for your pantry. NM: additions & revisions. © 21Mar62; KK170485.

May 13th, Mother's Day gifts by Harry and David. NM: additions & revisions. © 17Apr62; KK170489.

Surprise your friends, be good to yourself, give the world's rarest and finest fruit. NM: additions & revisions. © 28May62; KK170488.

Surprise your friends, be good to yourself, give the world's rarest and finest fruit. NM: additions & revisions. © 27Jul62; KK170487.

HARTSELL, HAROLD E. ©

Diamond chats. (In Oil City derrick and herald, Feb. 5, 1962, p.7) © 5Feb62; KK168618.

HARVEY (SID) INC. ©

Honeywell controls used on commercial and industrial installations. A supplement to be used with Sid Harvey's catalog. © 1Sep62; KK169389.

HARVEY FAMOUS CARTOONS. ©

Little Audrey's dress designer kit. Authorized ed. 6042. Big die-cut doll with red velvet dress; 29 pushout, press-on pieces. Appl. author: Saalfeld Pub. Co. © 6Jul62; KK168184.

HAWK MODEL CO.

Lark, hardtop or convertible. Kit no.630 & 631. Instruction sheet. © Hawk Model Co. d.b.a. Hawk; 11May62; KK168414.

HAZELLE, INC. ©

Airplane control marionettes come to life. Catalog. Appl. authors: J. Woodson Rollins & Hazelle H. Rollins. © 5Sep62; KK168630.

Airplane control marionettes come to life. Popular 800 series. Small catalog insert. Appl. authors: J. Woodson Rollins & Hazelle H. Rollins. © 5Sep62; KK168631.

Little play theatre, adventures of Alice, a playlet for marionettes. Appl. author: J. Woodson Rollins & Hazelle H. Rollins. © 10Sep62; KK168554.

Little Play Theatre, Adventures of Pinnocchio, a playlet for marionettes. Appl. authors: J. Woodson Rollins & Hazelle H. Rollins. © 5Sep62; KK168888.

Little play theatre. George and the dragon, a playlet for marionettes. Appl. authors: J. Woodson Rollins & Hazelle H. Rollins. © 5Sep62; KK168629.

Little Play Theatre, Tricks, a playlet for marionettes. Appl. authors: J. Woodson Rollins & Hazelle H. Rollins. © 5Sep62; KK168887.

HEATTER-QUIGLEY PRODUCTIONS, INC. ©

Boob Tube, Video Village fun for ages 6 to 60. 4219. By Milton Bradley Co. © 15Mar62; KK168442.

HEILEMAN (G.) BREWING CO. ©

Old Style, light lager beer. Contents 12 fl. ozs. © 2Mar61 (in notice: 1960); KK168315.

Old Style, light lager beer. Contents twelve fluid ounces. © 22Aug61 (in notice: 1962); KK168314.

HEINLEIN, ROBERT A.

Searchlight. SEE HOFFMAN ELECTRONICS CORP.

HELMICH, FRANCIS J. ©

Rent a place. © 17Nov62; KK169853.

HEMANA BANANA, INC.

Chocolate coated Hemana-Banana Regale. Net contents 6 confections, 2 1/2 ozs. each. © Bob White d.b.a. Hemana Banana, Inc.; 16Jul62; KK169279.

HENDERSON, JOHN A. ©

Pain remedy. © 25Jun62; KK168362.

HENSLEY CO. ©

Here's how to retain present customers, regain lost customers, obtain new customers. Appl. author: William J. Kennedy. © 23Oct62; KK169448.

HERCULES POWDER CO. ©

Defoamer 340. (Product data, no.760) Appl. author: F. E. Schmitt, Jr. © 17Jul62; KK168279.

Defoamer 357. (Product data, no.759) Appl. author: F. E. Schmitt, Jr. © 17Jul62; KK168275.

Defoamer 831. (Product data, no.761) Appl. author: F. E. Schmitt, Jr. © 17Jul62; KK168276.

Ethyl cellulose, a versatile film-forming cellulose ether. (Product data, no.101-1) Appl. author: F. E. Schmitt, Jr. © 29Jun62; KK168267.

Explosives technical data: now 5 Titan primers to choose from. Appl. author: J. J. O'Neill, Sr. © 24Sep62; KK169232.

Herco, a general-purpose grade of Hercules pine oil. (Product data, no.715-1) Appl. author: F. E. Schmitt, Jr. © 25Sep62; KK169237.

Hercoflex 290, a low temperature secondary plasticizer. (Product data, no.284) Appl. author: F. E. Schmitt, Jr. © 10Oct62; KK169893.

Hercoflex 600, a premium plasticizer. (Product data, no.243-1) Appl. author: F. E. Schmitt, Jr. © 13Jul62; KK168277.

Hercoflex 707, a high molecular weight monomeric ester plasticizer. (Product data, no.281) Appl. author: F. E. Schmitt, Jr. © 10Oct62; KK169892.

Hercoflex 900, a polymeric plasticizer. (Product data, no.249-1) Appl. author: F. E. Schmitt, Jr. © 13Jul62; KK168280.

Hercules CMC-7AA, a low-viscosity form of sodium carboxymethylcellulose. (Hercules product data, no.413) Appl. author: F. E. Schmitt, Jr. © 15Jun62; KK167588.

Lewisol 28, a maleic-modified glycerol ester of rosin. (Product data, no.726-1) Appl. author: F. E. Schmitt, Jr. © 25Sep62; KK169238.

Micro-starch, wheat starch with 2 to 10-micron granules. (Hercules product data, no.414-1) Appl. author: F. E. Schmitt, Jr. © 22Jun62; KK167854.

Neolyn 223, a resinous plasticizer for vinyls. (Product data, no.727-1) Appl. author: F. E. Schmitt, Jr. © 25Sep62; KK169239.

Pamak TP. (Product data, no.763) Appl. author: F. E. Schmitt, Jr. © 16Jul62; KK168278.

Para-Cresol. (Product data, no.280) Appl. author: F. E. Schmitt, Jr. © 10Oct62; KK169895.

Pentalyn 255, an alcohol-soluble, ammonia-dispersible resin. (Product data, no.741-1) Appl. author: F. E. Schmitt, Jr. © 25Sep62; KK169235.

Pentalyn 802A, a phenolic-modified pentaerythritol ester of rosin. (Product data, no.754) Appl. author: F. E. Schmitt, Jr. © 9Apr62; KK165742.

Pentalyn 856, a hard, pale, alcohol-soluble resin. (Product data, no.731-1) Appl. author: F. E. Schmitt, Jr. © 25Sep62; KK169236.

Phenol. (Product data, no.261-1) Appl. author: F. E. Schmitt, Jr. © 24Jul62; KK168922.

Staybelite F, a modified form of Staybelite resin. (Product data, no.762) Appl. author: F. E. Schmitt, Jr. © 6Jul62; KK168266.

UN-28, urea-ammonium nitrate solution. (Product data, no.278) Appl. author: F. E. Schmitt, Jr. © 27Aug62; KK169234.

UN-32, urea-ammonium nitrate solution. (Product data, no.279) Appl. author: F. E. Schmitt, Jr. © 22Aug62; KK169233.

Urea solutions. (Product data, no.285) Appl. author: F. E. Schmitt, Jr. © 15Oct62; KK169894.

HERO MANUFACTURING CO., INC. ©

Millions of knitters prefer Hero knitting needles and accessories. (In McCall's needlework and crafts, fall-winter 1960-61 issue, p.14) Appl. author: Frederick Lobl. © 11Jul60; KK169599.

HEUBLEIN, INC. ©

Do you know the age of your Scotch? You do if it's Bell's. (In New York journal American, Oct. 22, 1962, p.7) Appl. author: L. C. Gumbinner Advertising Agency. © 22Oct62; KK169575.

Extra age at no extra cost; most Scotches conceal their age, Bell's shows it. Bell's 6. (In Beverage retailer weekly, Sept. 3, 1962, p.12-13) Appl. author: L. C. Gumbinner Advertising Agency. © 3Sep62; KK169212.

Extra age at no extra cost, why Scotch customers are demanding Bell's 6. Do you know the age of your Scotch? (In Beverage media, Nov. 1962, p.6-7) Appl. author: L. C. Gumbinner Advtg. Agency. © 25Oct62; KK170054.

Heublein cocktails, the fastest growing line in the liquor field today. (In Package store management, Aug. 1962, p.9) Appl. author: L. C. Gumbinner Advertising Agency. © 15Aug62; KK168329.

How to increase your bar profits with less effort. Cocktails. (In Club executive, Dec. 1962, p.39) Appl. author: L. C. Gumbinner Advertising Agency. © 1Dec62; KK170640.

How to increase your bar profits with less effort. Cocktails. (In Hotel world-review, Sept. 3, 1962, p.44) Appl. author: L. C. Gumbinner Advertising Agency. © 3Sep62; KK169213.

Introduce us to your customers in this size, we'll grow on them. Harvey's imported sherries. (In Liquor store, Sept. 1962, p.40) Appl. author: Benton & Bowles, Inc. © 4Sep62; KK169562.

Mm-m-m-m-Milshire, the pot still gin. (In Hartford times, Apr. 2, 1962, p.17) Appl. author: L. C. Gumbinner Advertising Agency. © 2Apr62; KK167795.

Mm-m-m-m-Milshire the pot still gin. Small head, cocktail glass. (In The Hartford courier, Apr. 2, 1962, p.7) Appl. author: L. C. Gumbinner Advtg. Agency. © 2Apr62; KK167796.

Never serve the coffee, without the cream, Harvey's Bristol Cream, that is. (In Holiday, Oct. 1962, p.118) Appl. author: Benton & Bowles, Inc. © 14Sep62; KK169717.

Never serve the coffee, without the cream, Harvey's Bristol Cream, that is. (In Holiday, Nov. 1962, p.46) Appl. author: Benton & Bowles, Inc. © 15Oct62; KK169719.

On Oct. 28, Harvey's Bristol Cream makes its TV debut. (In Beverage media, Oct. 1962, p.29) Appl. author: Benton & Bowles, Inc. © 25Sep62; KK169718.

Pour your favorite cocktail right from the Heublein bottle. (In The Seattle daily times, Oct. 22, 1962, p.2) Appl. author: L. C. Gumbinner Advertising Agency. © 22Oct62; KK170024.

This is how to feature the fastest growing line in the liquor field today, Heublein cocktails. (In Package store management, Oct. 1962, p.3) Appl. author: L. C. Gumbinner Advertising. © 15Oct62; KK169458.

What this county needs is a good 25¢ cocktail. (In Chicago Sunday tribune magazine, Oct. 7, 1962, p.58) Appl. author: L. C. Gumbinner Advertising Agency. © 7Oct62; KK169571.

What this country needs is a good 25¢ cocktail. Robert Morse. (In Chicago Sunday tribune magazine, Oct. 14, 1962, p.45) Appl. author: L. C. Gumbinner Advertising Agency. © 14Oct62; KK169572.

What this country needs is a good 25¢ daiquiri. Cocktails. (In Daily news, New York, Apr. 3, 1962, p.48) Appl. author: L. C. Gumbinner Advertising Agency. © 3Apr62; KK167565.

What this country needs is a good 25¢ daiquiri. It's here, it's Heublein. Alan King. (In Life, July 20, 1962, p.53) Appl. author: L. Gumbinner Advertising Agency. © 16Jul62; KK167879.

What this country needs is a good 25¢ daiquiri. It's here, it's Heublein. Cocktails. (In Daily news, New York, June 5, 1962, p.16) Appl. author: L. C. Gumbinner Advertising Agency. © 5Jun62; KK167566.

What this country needs is a good 25¢ manhattan. Rudy Vallee. (In Life, Sept. 28, 1962, p.25) Appl. author: L. C. Gumbinner Advertising Agency. © 24Sep62; KK169216.

What this country needs is a good 25¢ martini. Alan King. (In Life, Oct. 26, 1962, p.9) Appl. author: L. C. Gumbinner Advertising Agency. © 24Oct62; KK170027.

What this country needs is a good 25¢ whiskey sour. Robert Morse. (In Life, Aug. 24, 1962, p.93) Appl. author: L. C. Gumbinner Advertising Agency. © 20Aug62; KK168691.

What this party needs is a good 25¢ cocktail. (In The New York times magazine, Dec. 2, 1962, p.110) Appl. author: L. C. Gumbinner Advtg. Agency. © 2Dec62; KK170671.

HEUBLEIN, INC. STE. PIERRE SMIRNOFF FLS. SEE SMIRNOFF (STE. PIERRE) FLS.

HEXCEL PRODUCTS, INC. ©

Honeycomb. Appl. author: L. C. Cole Co., Inc. © 31Aug62; KK170344.

HICKEY-MITCHELL CO. ©

All ready to go, and all ready to go means including accident insurance. © 17May62; KK167165.

Old man accident works overtime every holiday. Accident insurance. © 17May62; KK167166.

HICKOK MANUFACTURING CO. ©

A touch of sterling by Hickok for a sterling dad. Magic push-button tie rack. (In Esquire, June 1962, p.22-23) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 17May62; KK167578.

HILL, RUSSELL J. ©

Congressional action kit. © 15Aug62; KK167954.

HILL-ROM CO., INC. ©

Adjustable walkaway furniture. Appl. author: William A. Hillenbrand. © 17Sep62; KK168907.

HILLS BROS. COFFEE, INC. ©

Instant Hills Bros. coffee. Net wt. 2 oz. © 27Aug62; KK169201.

HILLS BROS. COFFEE, INC.-Con.

Now extra savings on the extra rich coffee, 15¢ off on the 2-lb. can. (In Indianapolis star, May 17, 1962, p.32) Appl. author: N. W. Ayer & Son, Inc. © 17May62; KK167773.

HILLS BROS. CO. ©

Best coffee news since the percolator, flavor so unbeatable, it's reheatable. (In Honolulu star-bulletin, Sept. 19, 1962, p.21) Appl. author: N. W. Ayer & Son, Inc. © 19Sep62; KK169218.

HINCKLEY, MARCUS C.

12 North American wild animal tracks. (Set no.1, ungulates, hoofed animals) © 10Oct62; KK169231.

HIRONS, WILLIAM H. ©

Salad dressing. © 3Dec62; KK170341.

HIRSCH (B. F.), INC. ©

Wedding ring masterpieces. (Wedding ring and bridal ring masterpieces) Appl. author: Jack Low. © 2Jul62; KK167772.

HIRSH (S. A.) MANUFACTURING CO. ©

Another plus from Hirsh, free newspaper ad mats & display materials. Shelf-It-All. Appl. author: David Shulman. © 2Aug62; KK167889.

Assembly instructions for Shelf-It-All model B422. Appl. author: David Shulman. © 2Aug62; KK167890.

Assembly instructions for Shelf-It-All model R9 storage unit. Appl. author: David Shulman. © 2Aug62; KK167888.

Assembly instructions for Shelf-It-All model R63 storage unit. Appl. author: David Shulman. © 2Aug62; KK168473.

A Firestone bi-monthly buy. Cash-in on the booming steel shelving business with the new 2-way Shelf-It-All steel shelving unit. Appl. author: David Shulman. © 2Aug62; KK167887.

Stor-a-way storage centers. Appl. author: David Shulman. © 14Dec62; KK170605.

HOAGUE-SPRAGUE CORP. ©

Astro step. A-1056-B. © 24Jan62; KK167320.

Flatease. F-1064-B/F-1065-B. © 19Jun62; KK167765.

Golf guard, water repellent golf shoe. G-1054-B HL. © 9Jul62; KK167764.

Rainbows. R-4023-B. © 6Jun62; KK167297.

Restep juniors shoes. © 20Jul62; KK168019.

School life. S-7121-B. © 18Jun62; KK167538.

HODES-DANIEL CO., INC. ©

For all money matters. 4 mailing pieces. Appl. author: Jean Reiser. © 1Jul62; KK168380.

For any money need. 4 mailing pieces. Appl. author: Jean Reiser. © 1Jul62; KK168376.

Keep your recommend cards moving with Hodes-Daniel's revolutionary new motion recommend display. Appl. author: Jean Reiser. © 1Jul62; KK169194.

Something on your mind lately. Thorp Finance Corp. 6 mailing pieces. Appl. author: Jean Reiser. © 1Jul62; KK168379.

A stitch in time saves nine, & others. 6 mailing pieces. Appl. author: Jean Reiser. © 1Jul62; KK168377.

Whatever your reason for cash this season. 6 mailing pieces. Appl. author: Jean Reiser. © 1Jul62; KK168378.

Year 'round sales appeal with Hodes-

Daniel's new 22 x 28 posters.

Appl. author: Jean Reiser.

© 1Jul62; KK169195.

HOFFMAN (VERN) DESIGNS, INC. ©

T-2B two bowl server. © 20Jul62; KK168894.

T-14C cheese server. © 20Jul62; KK168892.

T-22L diamond trio candelabra. © 20Jul62; KK168893.

T-33M magazine rack. © 20Jul62; KK168939.

T-56G cake plate with knife. © 20Jul62; KK168940.

T-85 salad set. © 20Jul62; KK168891.

HOFFMAN ELECTRONICS CORP. ©

Searchlight, by Robert A. Heinlein.

(No.5 in a series of science-fiction originals) (In Scientific American, Aug. 1962, p.88-89)

© 1Aug62; KK168001.

Starlight, by Isaac Asimov. (No.6 in a series of science-fiction originals) (In Scientific American, Oct. 1962, p.76-77) © 10Oct62; KK169308.

Wunderkälte, by Frank Riley. (No.4 in a series of science-fiction originals) (In Scientific American, June 1962, p.10-11) © 1Jun62; KK167032.

HOLIDAY GAMES.

Split Words, the spelling game with

500 word dictionary. © Wavy L.

James & Ellen M. James d.b.a.

Holiday Games; 9Jul62; KK168388.

HOLLAND-RANTOS CO., INC. ©

Plain talk about feminine hygiene.

Appl. author: Leo Coel. © 14May62;

KK168384.

HOME BUILDERS ASSN. OF NORTHWESTERN

PENNSYLVANIA. ©

Modern living exposition. Appl.

author: Alois Schligler.

© 1Mar59 (in notice: 1962);

KK168923.

HONEY TOY INDUSTRIES, INC. ©

So amazing, you'll hardly believe

your eyes. Instant Life.

Item no.118. © 50Oct62; KK169812.

HOTEL YORKTOWNE, YORK, PA.

Hotel Yorktowne, famous Hotel York-

towne recipes. Yorktowne turtle

soup. Net weight 11 1/2 oz. avd.

Appl. author: Charles D. Klingler.

© Hotel Yorktowne whose sole owner

is Community Hotel Co. of York, Pa.;

16Apr62; KK167381.

HOWLETT, GRAYLE. SEE Grayand Sports

Enterprises.

HUBBARD (T. N.) SCIENTIFIC CO.

Pocket planetarium, scientific work-

ing model of the sun, earth, moon.

© Thomas N. Hubbard d.b.a. T. N.

Hubbard Scientific Co.; 9Jan62;

KK167359.

HUDNUT, RICHARD. ©

Regardez, Pom Pom by Lip Quick; it

rolls on, the new French decoration

for your lips. (In Glamour, Oct.

1960, p.36-37) © 10Oct60; KK170653.

HUDSON LAMP CO. ©

Hudson catalog of miniature and sub-

miniature incandescent lamps.

Appl. author: Reast & Connolly.

NM: revisions & additions.

© 29Jun62; KK167955.

HUGHES, CHARLES.

Try me and I will tell you how to

make money for your club or circle.

SEE CHURCHILL, A. J.

HUMBLE OIL & REFINING CO. ©

Now at Happy Motoring service stations

across the U. S. A., new Uniflo.

(In Life, May 16, 1960, p.106-107)

© 10May60; KK169076.

HUMPHREY, H.

Join the thousands of other intellectuals who have discovered the joy of reading Eros. SEE EROS MAGAZINE, INC.

HUNT FOODS, INC. ©

Another make-ahead one-dish dinner,

savory with Hunt's tomato sauce,

shepherd's pie. (In Better homes

and gardens, June 1960, p.76-77)

Appl. author: Young & Rubicam, Inc.

© 20May60; KK168158.

HYDROPONIC CHEMICAL CO., INC. ©

Panonex deluxe wick-fed flower pot.

4" size. © 10Oct62; KK170498.

Panonex regular wick-fed flower pot.

4" size. © 10Oct62; KK170495.

Panonex self watering flower pot

wicks. Three 3" wicks. © 10Oct62;

KK170497.

Panonex wick-fed saucer & wick for

flower pots. © 10Oct62; KK170496.

Syfonex plastic hand sprayer. 32 oz.

size. © 10Oct62; KK170494.

I

I. P. C. SEE ISODINE PHARMACAL CO.

IDEAL TOY CORP. ©

The Klunks, America's last family.

© 1Mar62; KK168182.

IDENTIFIER CO. OF AMERICA. ©

Junior FBI fingerprinting kit. For

boys 7 to 15. Illus. signed: Comer.

© 21Aug62; KK168530.

ILLINOIS BRONZE POWDER CO., INC. ©

Met-L-Namel. Net contents 3 ounces.

Appl. author: Robert S. Rothschild.

© 8Sep61; KK168364.

Spray-O-Namel. Contents: 15 oz.

Appl. author: Robert S. Rothschild.

© 25Jun62; KK168365.

IMPERIAL CANDY CO. ©

Happy Easter, baby size, hollow candy

basket. Net weight 3 1/2 ozs. or

over. Appl. author: Harold Ashodian.

© 15Mar62; KK169150.

IMPORTED BRANDS, INC. LIQUOR CO. OF AMERICA. SEE LIQUOR CO. OF AMERICA.

INCO. SEE INTERNATIONAL NICKEL CO., INC.

INDEPENDENCE HALL SEED CO. ©

Rainy Day grass seed. Appl. author:

Benjamin S. Goldberg. NM: picto-

rial illus. © 31Dec61; KK168410.

INDOSIL CO. ©

Indosil-21 compound; a nonflammable

liquid for cleaning ... transparent

plastic and glass surfaces. Appl.

author: Robert H. Killion.

© 8May59; KK168288.

INDUSTRIAL RESEARCH LABORATORIES. ©

Xaloy engineering and data guide.

The world standard bimetallic

cylinders. © 19Mar62; KK167202.

INDY 500 SPARK PLUG CO.

Spark plugs. 8 matched Indy 500

spark plugs. © Indy 500 Spark Plug

Co., a partnership composed of

Charles Tunstall Oppermann, Jr. &

Edward Karl Oppermann; 20Sep62;

KK170592.

INJECTION MOLDERS SUPPLY CO., INC. ©

Buyers guide to silicone spray and

a complete line of other mold

releases. No label silicone 6 oz.

can. © 26Mar62; KK167025.

INLAND HOMES CORP. ©

Ahoy, here's your traffic building Caribbean holiday contest kit.
© 5Jun62; KK170437.

Announcing Inland's new eagle series. (In Manufactured homes, June 1962, p.36) © 1Jun62; KK168422.

Enter the Caribbean holiday contest at the Buccaneer open house.
© 29May62; KK168357.

The Inland method is designed to help you sell. (In American builder, Dec. 1962, p.10) © 15Nov62; KK170554.

Official entry blank Caribbean holiday contest. © 29May62; KK167553.

Sign up here for Caribbean holiday contest. © 5Jun62; KK170438.

INSTRUCTO PRODUCTS CO. ©

Introducing a dramatic new concept in flannel board visual aids, Instructo. Flannel board visual aid center. Appl. author: Wermen & Schorr, Inc. NM: new compilation. © 20Aug62; KK168429.

INTERNATIONAL BUSINESS MACHINES CORP. ©

IBM Executary, educational services. © 17Oct60; KK170648.

Insuring your investment in the IBM Executary. © 17Oct60; KK170312.

INTERNATIONAL DIAMOND GUILD, INC. ©

Dividend plus plan. Appl. author: Meyer Rosenbaum. © 27Jun62; KK167732.

International diamond ownership club. Meyer Jewelry Co. Appl. author: Meyer Rosenbaum. © 27Jun62; KK167731.

INTERNATIONAL FLAVOR MACHINES, INC. ©

Chusatreat, soft whip 51 flavors. New taste thrill. Frozen confection. © 23Apr62; KK167283.

INTERNATIONAL HARVESTER CO. ©

Premium anti-freeze, provides Tri-Pro. One U. S. quart net. © 30Jul62; KK168950.

INTERNATIONAL LATEX CORP. ©

For a limited time only Playtex pays you \$1.00 to try it. New Playtex Living bra with new sheer elastic. © 8Jul62; KK167990.

Free an extra right hand Playtex Living glove given with the purchase of a pair. GL 73. © 1Jul62; KK167992.

Imagine a lace bra with no-see-through; new Playtex cotton & lace bra. (Streamer P-8244) © 8Jul62; KK168349.

Imagine lace cups with no-see-through. So pretty, so practical, new Playtex cotton & lace bra and only \$2.50. BR-516. © 8Jul62; KK167991.

Imagine lace cups with no-see-through. So pretty, so practical new Playtex cotton & lace bra and only \$2.50. BR-518. © 8Jul62; KK167994.

Introducing a companion to famous Playtex Living bra, Living girdle. (Counter card P-7222) © 7Oct62; KK170110.

Living girdle with Stretch-ever spandex elastic. © 17May62; KK167174.

Living girdle with Stretch-ever spandex elastic. Panty style. © 17May62; KK167173.

Living panty girdle, new, Stretch-Ever elastic. No.2805. © 25Aug62; KK170135.

Living panty, long leg girdle, a companion to famous Playtex Living bra; new Stretch-Ever elastic. © 2Nov62; KK170220.

Look, new sheer elastic in Playtex Living long line bra. BR-534. © 21Oct62; KK170107.

Look, new sheer elastic; new lightness, new coolness, new Playtex Living bra. [Woman's head] Top sign. © 24Jun62; KK167425.

Look, new sheer elastic, new lightness, new coolness, Playtex Living bra. BR-524. © 21Oct62; KK170102.

Look, new sheer elastic, new lightness, new coolness, Playtex Living bra. BR-526. © 21Oct62; KK170103.

Look, new sheer elastic; new lightness, new coolness, Playtex Living bra. [Half length pose of woman holding fan] (Streamer P-8238) © 24Jun62; KK167422.

Look, new sheer elastic; new lightness, new coolness, Playtex Living bra. P-8246. © 27Aug62; KK168706.

Look, new sheer elastic; new lightness, new coolness, Playtex Living bra. [Two women] © 24Jun62; KK167420.

Look, new sheer elastic; new lightness, new coolness, Playtex Living bra. [Woman's face covered by fan] (P-8236) © 24Jun62; KK167423.

Look, new sheer elastic; new lightness, new coolness, Playtex Living bra with Stretch-Ever sheer elastic. [Woman & butterflies] © 24Jun62; KK167421.

Look, new sheer elastic, new lightness, new coolness ... Playtex Living long line. (Streamer P-8262) © 21Oct62; KK170109.

Look, new sheer elastic, new lightness, new coolness, Playtex Living long line bra. BR-536. © 21Oct62; KK170108.

Look, new sheer elastic ... Playtex Living bra. BR-520. © 21Oct62; KK170106.

Look, new sheer elastic, Stretch-Ever sheer elastic made without rubber; Playtex Living bra. (Tent strip P-8235) © 24Jun62; KK167424.

New, long leg panty; Living, the new girdle. A companion to famous Playtex Living bra. (P-7230) © 11Nov62; KK169912.

New longer legs banish thigh bulge, Playtex magic controller panty girdle. (Card P-7199) © 27May62; KK167176.

New, nylon lace cups fully lined with soft cool cotton. Playtex cotton & lace bra. © 25Nov62; KK170216.

New, nylon lace cups fully lined with soft cool cotton. Playtex cotton & lace bra. © 25Nov62; KK170217.

New, nylon lace cups fully lined with soft, cool cotton; Playtex cotton & lace bra. (Streamer P-8264) © 25Nov62; KK170218.

New summertime comfort, Playtex panty briefs now only 4.95. (Streamer P-7200) © 27May62; KK167175.

No need to worry about Spandex turning yellow if it's Stretch-Ever. (In Women's wear daily, Oct. 18, 1962, p.17) Appl. author: Reach, McClinton & Co., Inc. © 18Oct62; KK169463.

Now, a long leg panty girdle you can machine wash in detergents; new Living girdle. [Full length view of woman] © 11Nov62; KK169911.

Now, a long leg panty girdle you can machine wash in detergents; new, Living girdle. [Half length view of woman from waist down] © 11Nov62; KK169913.

Now, an elastic girdle you can machine wash in detergent. New Living girdle with Stretch-Ever. G-1098. © 7Oct62; KK170101.

Now, an elastic girdle you can machine wash in detergents. G-1094. © 7Oct62; KK170105.

Now, an elastic girdle you can machine wash in detergents. Living girdle with Stretch-Ever. G-1096. © 7Oct62; KK170100.

Only a Playtex girdle is guaranteed to give you a slimmer, smoother, firmer line. © 12Nov62; KK169910.

The perfect gift, nature's way, Playtex nurser. (Nurser topcard P-2024) © 17Oct62; KK170111.

Playtex international collection of swim cap fashions for 1963. Portofino, style no.1977. (P-5036) © 28Sep62; KK169290.

Playtex Living bra, full length with waistband; new, Stretch-Ever sheer elastic made without rubber. (279) © 2Nov62; KK170221.

Playtex will pay you \$1.00 to try the new Playtex Living bra with new sheer elastic. © 8Jul62; KK168350.

Playtex will pay you \$1.00 to try the new Playtex Living bra with new sheer elastic. BR-514. © 8Jul62; KK167993.

Playtex will pay you \$1.00 to try the new Playtex Living bra with new sheer elastic. BR-522. © 21Oct62; KK170104.

Sale, first time ever, golden Playtex girdles. G-1104. © 4Nov62; KK170098.

Sale, first time ever, golden Playtex girdles. G-1106. © 4Nov62; KK170099.

Sale, Playtex \$2.50 bras, 2 for 3.99. BR-507. © 19Aug62; KK168705.

Sale, Playtex \$2.50 bras, 2 for 3.99. BR-509. © 19Aug62; KK168707.

Sale, Playtex 2.50 bras, 2 for 3.99. Save 1.01. Special TV offer. © 19Aug62; KK168708.

Sales tips that will help you sell the new Playtex cotton & lace bra. (P-8263) © 25Nov62; KK170219.

You'll never know the slim comfort of a Playtex girdle till you try one on. [Female leaning against rail; back view of female] © 18Sep62; KK169287.

You'll never know the slim comfort of a Playtex girdle till you try one on. (Foy card P-7225) © 18Sep62; KK169289.

You'll never know the slim comfort of a Playtex girdle till you try one on. [Reclining female; back view of female] © 18Sep62; KK169288.

You'll never know the slim comfort of a Playtex girdle till you try one on, here, today. (Streamer P-7226) © 18Sep62; KK169286.

INTERNATIONAL NICKEL CO., INC. ©

Good news for you in Inco nickel, exciting new satin finish with a subtle charm, brushed Nickel-Chrome plating. (In Saturday evening post, Aug. 13, 1960, p.77) © 9Aug60; KK168978.

Inco exploring new ways for nickel to serve you. Inco research creates new metal for space age progress. (In U. S. news & world report, July 9, 1962, p.83) © 2Jul62; KK167995.

Inco helps develop battery for future cordless appliances. (In Dun's review and modern industry, Aug. 1962, p.39) © 10Aug62; KK168224.

Inco research helps make 2000-mile-an-hour airliner possible. (In Forbes, Sept. 15, 1962, p.63) © 12Sep62; KK169097.

INTERNATIONAL NICKEL CO., INC.-Con.

Look, no cord; Inco nickel in new kind of battery makes possible cord free power. (In Life, Aug. 10, 1962, p.19) © 8Aug62; KK168225.

The new move to quality. (In U. S. news & world report, Nov. 19, 1962, p.96-97) © 12Nov62; KK170084.

Nickel-Cadmium batteries power space transmitter for transatlantic television. (In Wall Street Journal, July 25, 1962, p.6) © 25Jul62; KK167996.

Tough and pretty, stainless steel with Inco nickel in it keeps sinks gleaming bright for years. (In Ladies' home journal, Sept. 1962, p.28) © 21Aug62; KK168979.

INTERNATIONAL PAPER CO. ©

Salute to the States. Aug. 1962. Kansas. © 15Jul62; KK167527.

Sept. 1962. Arkansas. © 15Aug62; KK168133.

Oct. 1962. Washington. © 15Sep62; KK168723.

Nov. 1962. Iowa. © 15Oct62; KK169356.

Dec. 1962. Maine. © 15Nov62; KK169674.

Send me a man who reads. Teacher. (In Fortune, Dec. 1961) Appl. author: Ogilvy, Benson & Mather, Inc. © 28Nov61; KK170300.

Send me a man who reads. Teacher. (In Reader's digest, Dec. 1961) Appl. author: Ogilvy, Benson & Mather, Inc. © 23Nov61; KK170301.

INTERNATIONAL REPROCOPIER CORP. ©

Revolutionary fine office copy maker, now for both home and office. Pacer automatic electric photo copy machine. © 28May62; KK167467.

INTERNATIONAL TRUSS PLATE CORP. ©

Architects, designers, contractors, builders, owners. Hercules roof trusses. © 18Jun62; KK167221.

Hercules truss plates for maximum strength. © 10Jan62 (in notice: 1961); KK164775.

Save as you build; build, save, profit with Hercules roof trusses. © 25Jan62; KK164774.

INTERSTATE CHEMICAL CO.

H1-Boot prevents foot rot. © Interstate Industries, Inc. d.b.a. Interstate Chemical Co.; 1Sep62; KK168728.

INTERSTATE INDUSTRIES, INC. SEE
INTERSTATE CHEMICAL CO.

ISODINE PHARMACAL CORP. ©

Book Isodine in July, take your pick of profits from 37.8% up to 46.5%. (IN W. D. M. A. better buys, July 1962, p.4 of cover) Appl. author: Reach, McClinton & Co., Inc. © 1Jul62; KK167737.

Isodettes junior, antibiotic throat lozenges. 10 Isodettes. © 8Aug61; KK168844.

ITKIN BROS., INC. ©

We didn't order him. He comes with all Itkin office furniture. (In New York times, Aug. 7, 1962, p.4) Appl. author: Smith/Greenland Co. © 7Aug62; KK167885.

J

JD. SEE JEWEL DISTRIBUTERS.

J. L. C. SEE LOWE (JOE) CORP.

J. O. M. C. SEE OSTER (JOHN)
MANUFACTURING CO.

JACK'S COOKIE CORP. ©

Munch-kins. © 13May62; KK169456.

JACKSON, TOM. SEE RICH & FAMOUS.

JACKSON, WILLIAM H. SEE ROBIN HOOD
ARCHERY CO.

JACQUEMAIN, PATTI. ©

Jepi cartoons. 1-32. © 24Aug62; KK168439.

JAMES, ELLEN M. SEE HOLIDAY GAMES.

JAMES, WAVY L. SEE HOLIDAY GAMES.

JAMISON MANUFACTURING CO. ©

F-1 moon rocket. (Fantasy by Jamison) © 1Nov62; KK170358.

F-2 Nautilus submarine. (Fantasy by Jamison) © 1Nov62; KK170357.

F-5 prairie schooner. (Fantasy by Jamison) © 1Nov62; KK170356.

F-6 satellite, swing up and away into orbit. (Fantasy by Jamison) © 1Nov62; KK170355.

F-9 cannon. (Fantasy by Jamison) © 1Nov62; KK170354.

F-11 stairway slide. (Fantasy by Jamison) © 1Nov62; KK170353.

F-19 old woman's shoe. (Fantasy by Jamison) © 1Nov62; KK170352.

F-20 gates of Camelot. (Fantasy by Jamison) © 1Nov62; KK170351.

F-28 radar tower. (Fantasy by Jamison) © 1Nov62; KK170349.

F-30 geodesic climber. (Fantasy by Jamison) © 1Nov62; KK170348.

Specify Jamison heavy-duty galvanized steel climbing mazes. 2-11--2-12. © 18Oct62; KK170345.

Specify Jamison heavy duty hot-dip galvanized 10-in-1 package playground. 2-7--2-8. © 18Oct62; KK170346.

Stainless steel bottom slides. 2-21--2-22. © 18Oct62; KK170359.

3 arch swings, F-50 with 8 seats. (Fantasy by Jamison) © 1Nov62; KK170350.

3 flying saucers. (Fantasy by Jamison) © 1Nov62; KK170347.

JAYHAWK BOWLING SUPPLY AND EQUIPMENT,
INC. ©

Match Mate ball plug, rubber or plastic. Contents one gallon. © 1Feb62; KK167741.

JETCO ADVERTISING. ©

Mr. Businessman, here's how you can bring in new customers for less than a penny each. Direct mail coupon booklet. Appl. author: Jack Aboff. © 10Jul62; KK167262.

1001 things that you can get free. (In Marvel comic group, Nov. 1962, p.17) Appl. author: Jack Aboff. © 5Aug62; KK168652.

JEWEL DISTRIBUTERS. ©

Jewel vinyl and plastic cleaner. Net contents 16 fluid ounces. Appl. author: Murray Glauber. © 11May62; KK167247.

JOFFE (J. A.) & CO., INC. ©

Professional sugar decorations. Christmas assortment. © 17Sep62; KK168933.

JOHN'S, INC. ©

For fall 1962 your new low price applies to this popular seasonal starter selection no.15. It offers what's current and best, adding the new Dracaena Florida Beauty in 2 1/2" pots. Appl. author: John Masek. © 28Jul62; KK168030.

JOHNSON (J. C.) CO. ©

Aqua Darts. They swim, dive and frolic for hours. © 2May62; KK167139.

JOHNSON (SAM) & SON'S FISHERIES, INC. ©

New all-season price list, from now through Lent until May 1963. © 19Nov62; KK170295.

JOHNSON & JOHNSON. ©

Fresh new personal washcloths everyday; Day-lee person washcloths. (In Hospital management, May 1960, p.99) © 16Apr60; KK167875.

New 3-piece Rapid-Flo filter holder. (In Hoard's dairyman, July 25, 1962, p.777) © 25Jul62; KK168973.

Seize the sediment gang with Rapid-Flo single gauze faced milk filters. (In Sanitary milk bulletin, Aug. 1962, p.7) © 1Aug62; KK168976.

We halt sediment. Rapid-Flo milk filters. (In Dixie dairyman, Aug. 1962, p.27) © 1Aug62; KK168975.

We seize sediment. Rapid-Flo filter disks. (In Hoard's dairyman, Aug. 10, 1962, p.834) © 10Aug62; KK168974.

Your producers catch the sediment culprits with Flocron rigid milk filters. (In Modern milk hauler, July 1962, p.7) © 1Jul62; KK168977.

JONES (DOW) & CO., INC.

General Douglas MacArthur's Duty, honor and country. (In New York herald tribune, June 14, 1962, p.24) Appl. author: T. E. Callis. © 14Jun62; KK167326.

JONES PRINT. CO. ©

Meet Willie Weekly and Copy Cat. (In The Glasgow republican, June 14, 1962, p.7) © 14Jun62; KK168845.

JUMPIN JIG CO.

Jumpin Jig; now Jumpin Jig, the exciting new jump rope game. © Albert E. Gehrke & Richard Pauly d.b.a. Jumpin Jig Co.; 18Feb62; KK168483.

K

K. P. C. CC. SEE KLEIN PEST CONTROL
CC.

K. T. C. SEE KORVETTE TIRE CENTERS.

KVP SUTHERLAND PAPER CO. ©

Concrete solution for packaging problems. Illus.: Signed: Chas. Addams. (In Business week, Sept. 22, 1962, p.18) © 22Sep62; KK169298.

Johnson's premium ice cream. Butter brickle. Half gallon liquid. (No. X-103) © 9Jun60; KK167122.

Johnson's premium ice cream. Cherry vanilla. Half gallon liquid. (No. X-110) © 9Jun60; KK167118.

Johnson's premium ice cream. Fudge ripple. Half gallon liquid. (No. X-111) © 9Jun60; KK167120.

Johnson's premium ice cream. Strawberry. Half gallon liquid. (No. X-102) © 9Jun60; KK167116.

Lime sherbet. (No.708-ABP) © 19Nov62; KK170662.

Orange sherbet. (No.707-ABP) © 19Nov62; KK170663.

Packaging that gets ahead. Illus.: Signed: Chas. Addams. (In Packaging design, Aug. 1962, p.16) © 1Aug62; KK169295.

Packaging to bewitch. Illus.: Signed: Chas. Addams. (In Packaging design, June 1962, p.22) © 1Jun62; KK169296.

Packaging to prevent pilfering. Illus.: Signed: Chas. Addams. (In Modern packaging, June 1962, p.36) © 22May62; KK169297.

Paramount ice cream. Neapolitan.
Half gallon liquid. (No.X-105)
© 9Jun60; KK167117.
Pineapple sherbet. (No.705-ABP)
© 19Nov62; KK170665.
Raspberry sherbet. (No.703-ABP)
© 19Nov62; KK170666.
Sherbet. (No.706-ABP) © 19Nov62;
KK170664.

KANE AERO CO. ©

Improved, advanced, reversible Kane
II-R plotter. Appl. author: Hirsch
O. Schwartz. © 8Apr62; KK167855.

KARAFUNE TEMPURA, LTD. ©

Soy sauce. Net contents 6 fl. oz.
© 4Sep62; KK170593.

KARAGHEUSIAN (A. & M.) INC. ©

If you can't keep your family out-
doors all winter, better get
Gulistan carpet. Boots. (In
Better homes and gardens, Nov. 1962,
p.105) Appl. author: Foote, Cone
& Belding. © 20Oct62; KK169413.

KATHER (ALFRED) CO. ©

Portable power automatic electric
sleeping bag. (Portable power mat)
© 17Sep62; KK169385.

KATHER, ALFRED C. ©

Automatik elektric pillo. NM: addi-
tions. © 10Aug62; KK167946.

Inventor's concept of new playthings.
62-8-22, tether ball. © 8Aug62;
KK169192.

An invitation to you for the acquisi-
tion, procurement and purchase or
manufacture of AEM automatic elec-
tric mattresses. NM: compilation &
additions. © 12Jul62; KK167370.

Land, sea, air pillow has zip cover,
pocket and handle. © 24Aug62;
KK168872.

New, power pak plug-in battery.
NM: additions & revision.
© 17Oct62; KK169323.

This is a AEM climatic lektromatt.
Automatic electric mattress. NM:
"additional textual and pictorial
material". © 28Jun62; KK167133.

KATONA ELECTRONICS CO.

Introducing a new dimension in tele-
vision system coaxial cables.
© Katona Electronics Co., Anthony
S. Katona, sole owner; 8Jun62;
KK167744.

KAY, DOROTHY. ©

We can hardly wait for school to
start. (In Providence Sunday
journal, Aug. 12, 1962, p.W-3)
© 12Aug62; KK168394.

KAYNAR CO.

No more pin marks, no more split ends.
Lady Ellen Hollywood Klippiies pin
curl clips. (In Glamour, July 1960,
p.46) © Kaynar Co., a division of
Reiner Industries, Inc.; 1Jul60;
KK168489.

No more pin marks, no more split ends.
Lady Ellen Klippiies. (In American
girl, June 1960, p.30) © Kaynar
Co., a division of Reiner Indus-
tries, Inc.; 1Jun60; KK168367.

Ouch, mommy, rubber bands hurt.
Pony pin-up, coated elastic band.
(In Parents' magazine, May 1960,
p.118) © Kaynar Co., a division
of Reiner Industries, Inc.;
1May60; KK168577.

The professional way to set a pin
curl. Lady Ellen Klippiies. (In
American hairdresser, Nov. 1960,
p.162) © Kaynar Co., a division
of Reiner Industries, Inc.;
1Nov60; KK168413.

Your complete answer for all new hair
styles. Lady Ellen Klippiies.
(In American hairdresser, June 1960,
p.18) © Kaynar Co., a division of
Reiner Industries, Inc.; 1Jun60;
KK168265.

KELLOGG CO. ©

The best to you each morning. Corn
flakes. Milk bottle. (In Life,
Oct. 12, 1962, p.122) Appl.
author: Leo Burnett Co., Inc.
© 10Oct62; KK169333.

The best to you each morning; Corn
flakes. Red barn. (In Life, June
29, 1962, p.7) Appl. author: Leo
Burnett Co., Inc. © 27Jun62;
KK167514.

Cooking with Kellogg's, hot doggies.
Corn flakes. (In Better homes and
gardens, Nov. 1962, p.104) Appl.
author: Leo Burnett Co., Inc.
© 18Oct62; KK169330.

Crispiest way to get the vitality of
native rice. Rice Krispies.
Bananas. (In Life, Sept. 28, 1962,
p.115) Appl. author: Leo Burnett
Co., Inc. © 26Sep62; KK169332.

Crispiest way to get the vitality of
native rice; Rice Krispies. [Ras-
berries] (In Life, June 22, 1962,
p.9) Appl. author: Leo Burnett
Co., Inc. © 20Jun62; KK167518.

Fruit and cereal treat. Corn flakes.
(In Life, July 20, 1962, p.54-55)
Appl. author: Leo Burnett Co., Inc.
© 18Jul62; KK168302.

Good morning, big family, the best to
each of you. Jumbo assortment.
(In Kansas City star, May 28, 1962,
p.11) Appl. author: Leo Burnett
Co., Inc. © 28May62; KK167519.

Good morning, big family, the best
to each of you. Jumbo assortment.
(In Kansas City star, June 4, 1962,
p.8) Appl. author: Leo Burnett
Co., Inc. © 4Jun62; KK169000.

Gr-r-reat flakes with sugar frosting
toasted in. Sugar frosted flakes.
(In Life, July 6, 1962, p.12)
Appl. author: Leo Burnett Co., Inc.
© 4Jul62; KK168301.

Hey, hold the phone. Corn flakes.
(In Cincinnati enquirer, Aug. 19,
1962, p.4-D) Appl. author: Leo
Burnett Co., Inc. © 19Aug62;
KK168569.

Ice cream crunchies. Rice Krispies.
(In McCall's, Oct. 1962, p.12)
Appl. author: Leo Burnett Co., Inc.
© 20Sep62; KK169003.

Make 'em real soon and collect 25¢,
marshmallow treats. Rice Krispies.
(In Better homes and gardens,
Nov. 1962, p.44) Appl. author:
Leo Burnett Co., Inc. © 18Oct62;
KK169331.

My little boy's been putting'em away
for years. Corn flakes. (In Life,
June 1, 1962, p.12) Appl. author:
Leo Burnett Co., Inc. © 30May62;
KK167516.

New refrigerated dessert, tropical
orange chiffon pie. Corn flake
crumbs. (In Better homes & gardens,
Aug. 1962, p.86) Appl. author: Leo
Burnett Co., Inc. © 19Jul62;
KK168300.

Peachy creamy, the best to you each
morning. Corn Flakes. [Cream
pouring into bowl of peaches &
cereal] (In Life, Sept. 14, 1962,
p.23) Appl. author: Leo Burnett
Co., Inc. © 12Sep62; KK169006.

The quick protein breakfast for
common sense weight control.
Special K. (In Life, Aug. 17,
1962, p.17) Appl. author: Leo
Burnett Co., Inc. © 15Aug62;
KK168570.

The quick protein breakfast for
common sense weight control.
Special K. (In Life, Oct. 19, 1962,
p.72) Appl. author: Leo Burnett
Co., Inc. © 17Oct62; KK170170.

Remarkable new toasted dog food,
Gro-Pup Bar-B-Chew. [Beagle
shaking box of food into bowl of
poodle envisioning hamburger] (In
Cleveland press, July 30, 1962,
p.A6) Appl. author: Leo Burnett
Co., Inc. © 30Jul62; KK168298.

Remarkable new toasted dog food,
Gro-Pup Bar-B-Chew. [Poodle eating
from bowl, envisioning hamburger]
(In Cleveland press, July 23, 1962,
p.B6) Appl. author: Leo Burnett
Co., Inc. © 23Jul62; KK168297.

Remarkable new toasted dog food,
Gro-Pup Bar-B-Chew with the secret
scent that smells as good as ham-
burger to your dog. (In Cleveland
press, July 9, 1962, p.A6) Appl.
author: Leo Burnett Co., Inc.
© 9Jul62; KK167521.

Remarkable new toasted dog food,
Gro-Pup Bar-B-Chew, with the secret
scent that smells as good as ham-
burger to your dog. 25¢ introduc-
tory offer. (In Cleveland press,
June 25, 1962, p.B3) Appl. author:
Leo Burnett Co., Inc. © 25Jun62;
KK167520.

The Special K breakfast. Milk glass.
(In Life, July 13, 1962, p.2 of
cover) Appl. author: Leo Burnett
Co., Inc. © 11Jul62; KK167515.

The Special K breakfast. Red napkin.
(In Life, June 8, 1962, p.7) Appl.
author: Leo Burnett Co., Inc.
© 6Jun62; KK167517.

The taste is tiger-rific. Sugar
frosted flakes. Chair & Tony's
tail. (In Look, July 31, 1962,
p.53) Appl. author: Leo Burnett
Co., Inc. © 17Jul62; KK168568.

The taste is tiger-rific. Sugar
frosted flakes. [Tony holding
newspaper] (In Life, Sept. 7,
1962, p.51) Appl. author: Leo
Burnett Co., Inc. © 5Sep62;
KK169004.

To each his own. Variety. [Lazy
Susan filled with fruit] (In
Life, Aug. 3, 1962, p.29) Appl.
author: Leo Burnett Co., Inc.
© 1Aug62; KK169005.

To each his own. Variety. Open tops.
(In Life, June 15, 1962, p.15)
Appl. author: Leo Burnett Co., Inc.
© 13Jun62; KK169002.

The unusual new cereal with concen-
trated nutrition for folks who
live a full life and want to keep
right on doing it. Concentrate.
Yachtsman. (In Life, June 1, 1962,
p.8) Appl. author: Leo Burnett
Co., Inc. © 30May62; KK169001.

When people think of breakfast, they
just naturally think of Kellogg's.
Montage. Corn Flakes. (In Life,
Nov. 23, 1962, p.74-75) Appl.
author: Leo Burnett Co., Inc.
© 21Nov62; KK170169.

You can't keep a good man down. Corn
flakes. (In Life, July 27, 1962,
p.82) Appl. author: Leo Burnett
Co., Inc. © 25Jul62; KK168299.

Your food today takes less of your
pay. (Market cart maxims by Yogi
Bear) (In Life, Sept. 21, 1962,
p.2 of cover) Appl. author: Leo
Burnett Co., Inc. © 19Sep62;
KK170569.

KEMP (E. F.) CORP. ©

Golden Glow nuts. 17 oz. net. NM:
"revised pictorial material."
© 12Nov62; KK170321.

KENART INDUSTRIES.

Chessmate play-by-mail cards.
© Kenneth Bethune d.b.a. Kenart
Industries; 22Apr62; KK167745.

KEN-GARD CORP. ©

Ken Ken kleen-all. 1 full quart.
Appl. author: Kenneth E. Holmes.
© 13Sep62; KK170147.

KENNER PRODUCTS CO. ©

Art gallery sets. © 28Jul62;
KK170512.

Build-a-home set. © 28Jul62;
KK170511.

Motorized home workshop complete with
7 power tools. © 28Jul62;
KK170507.

KENNER PRODUCTS CO.-Con.

New, motorized, hit'n run baseball game. © 28Jul62; KK170509.

Par's candy lipstick. © 28Jul62; KK170508.

3 new easy-to-play musical toys. © 28Jul62; KK170510.

KENRO GRAPHICS, INC. ©

Automatic elimination of paste-up marks and opaquing with the density modulator. © 14Jun62; KK167775.

KENTILE, INC. ©

Rubber on today's smartest floors. New Woodgrain planks ... all the beauty of wood, none of the care. (In Saturday evening post, June 11, 1960, p.105) © 7Jun60; KK168273.

Vinyl asbestos floors special spring-time showing, save now, spruce up, 70 sparkling colors to choose from. (In This week (Providence Sunday Journal) May 1, 1960, p.17) © 1May60; KK168366.

Wouldn't some room in your home sparkle anew with an easy cleaning, ever beautiful Kentile vinyl floor? (In House and gardens, Oct. 1960, p.58-59) © 20Sep60; KK170226.

KENU PRODUCTS, INC. ©

Ke-Nu, now a completely new borax-base washing product. Net wt. 1 lb. 12 ozs. © 11May62; KK168412.

KERSKER, INC. ©

Guaranteed trade-in certificate. Appl. author: William H. Kersker, Jr. © 27Sep62; KK168992.

KEVITT, SAUL B. SEE DIAMOND CORP. OF AMERICA.

KEYBOARD JR. PUBLICATIONS, INC. ©

Contemporary American music. Cloud-burst, Grand Canyon suite. 33 1/3 long-playing microgroove. © 19Sep60; KK167042.

KIEKHAEFER CORP. ©

Inboards can't stand this. This is a MerCruiser Stern Drive Power Package taking an unseen log in stride. (In St. Louis post dispatch, July 15, 1962, p.5F) Appl. author: Terry Rees. © 15Jul62; KK168028.

New for boaters from Kiekhaefer Mercury, MerCruiser, the only stern drive power package that gives you these special features. (In Boating industry, July 1962, p.14-15) Appl. author: Terry Rees. © 1Jul62; KK167291.

New for boaters from Kiekhaefer Mercury, MerCruiser, the only stern drive power package that gives you these special features. (In St. Louis post dispatch, June 10, 1962, p.5B) Appl. author: Terry Rees. © 10Jun62; KK167240.

KIEKHAEFER MERCURY OF CANADA, LTD. ©

Now, Mercury outboard motors are made in Canada. (In Canadian boating, June 1962, p.68-69. Canada) Appl. author: Terry Rees. © 1Jun62; KK167232.

KIGER (C. A.) CO. ©

The diamond. © 3Jul62; KK169460.

KILHAM, PETER.

I went stone blind. SEE DROLL YANKEES, INC.

KIMBLE GLASS CO.

Kimax tempered glass pipe calculator. © Kimble Glass Co., subsidiary of Owens-Illinois; 14Jun62; KK168889.

KIMBRO MANUFACTURING CORP. ©

Faucet-Master self adjusting faucet stem. Fl10C. © 31Aug62; KK168637.

Faucet-Master self aligning seating tool. © 31Aug62; KK168638.

Faucet-Master self aligning seating tool. R10. © 31Aug62; KK168640.

One stem fits all sizes of conventional faucets, new Faucet-Master self adjusting faucet stem. © 31Aug62; KK168639.

KINGSBERRY HOMES CORP. ©

The Augusta. NM: "revised floor plan." © 15Jun62; KK169756.

The Barton, the Barksdale. NM: "revised floor plan." © 15Jun62; KK169759.

The Cambridge. NM: "revised picture and floor plan." © 15Jun62; KK169758.

The Courtland. NM: "revised floor plan." © 15Jun62; KK169757.

The Danforth. © 14Nov62; KK170021.

The Durham. © 19Oct62; KK169625.

The Hanover. © 19Oct62; KK169626.

The Hawthorne. NM: "revised floor plan." © 15Jun62; KK169761.

The Holgate. © 19Oct62; KK169622.

The Huntley. © 14Nov62; KK170020.

The Lamont. © 19Oct62; KK169623.

The LaSalle. NM: "revised floor plan." © 15Jun62; KK169760.

More construction quality for your home dollar. (In Atlanta journal-constitution, Aug. 5, 1962, p.3D) © 5Aug62; KK167892.

More individuality for your home dollar. (In Atlanta journal-constitution, July 15, 1962, p.18) © 15Jul62; KK168263.

More kitchen and bath for your home dollar. (In Atlanta journal-constitution, Aug. 12, 1962, p.3D) © 12Aug62; KK168007.

More livability for your home dollar. (In Atlanta journal-constitution, July 22, 1962, p.18) © 22Jul62; KK168262.

More value for your home dollar. This is the La Salle. (In Atlanta journal-constitution, July 29, 1962, p.3-d) © 29Jul62; KK168062.

The Norcross. NM: "revised floor plan." © 15Jun62; KK169755.

Now, even better service for Virginia builders; Kingsberry Homes builds new Virginia plant. (In The Virginia builder, Aug. 1962, p.2 of cover) © 20Aug62; KK169082.

The Prescott. © 19Oct62; KK169624.

The Sherwood. NM: "revised picture and floor plan." © 15Jun62; KK169762.

Win this \$15,000 dream in the Kingsberry win-a-home contest. (In The Saturday evening post, Sept. 8, 1962, p.46-47) © 4Sep62; KK168474.

The Wyndmere. © 19Oct62; KK169621.

KLEIN PEST CONTROL CO. ©

PY-120 spray concentrate. Killer Klein pest control. © 6Jul62; KK167234.

KNOMARK, INC. ©

No odor, Esquire boot polish actually deep-polishes the leather. (In Life, Oct. 10, 1960, p.13) © 10Oct60; KK169838.

KOESTER (E. H.) BAKING CO., INC. ©

Flavor rings. (In News-post, Baltimore, Nov. 8, 1962, p.2D) Appl. author: Carroll Jones. © 8Nov62; KK170584.

Flavor rings. (In The Evening sun, Baltimore, Nov. 17, 1962, p.9) Appl. author: Carroll Jones. © 17Nov62; KK170585.

New ring a' round bread. (In News-post, Baltimore, Nov. 1, 1962, p.16C) Appl. author: Carroll Jones. © 1Nov62; KK170583.

KORVETTE TIRE CENTERS.

Now at Korvette, snow or regular at the same low sale price, nationally famous top quality brands, 24-month & 36-month, \$1,000,000 tire sale. (In Long Island press, Dec. 16, 1962, p.51) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 16Dec62; KK170673.

KORVETTE TIRE CITY.

E. J. says, get ready, get set, go; get your snow tires now. (In Sunday news, New York, Oct. 21, 1962, Queens-Long Island section, p.Q14) © Korvette Tire City a.a.d.o. Tire City Corp.; 21Oct62; KK169470.

KOTZIN (THEODORE) CO., LTD. ©

Interblend gabardine. © 10May62; KK167009.

KWIK-KURL, INC. ©

Instant electric roller curler. © 28Nov62; KK170610.

L

L & F. SEE LEHN & FINK PRODUCTS CORP. PROFESSIONAL DIVISION.

L. C. M. CO., INC. SEE LITTLE CROW MILLING CO., INC.

L. L. CO. SEE LADY LENNOX CO.

LRC. SEE LIFE RESEARCH CORP.

LABORATORY FOR ELECTRONICS, INC. ©

Actuated double clearance timer, model LCA-1. (Product notes, 84) © 13Jun62; KK168318.

Electro-matic test board model TB-2A. (Product notes, no.95) © 12Dec62; KK170680.

Model MM-3M controller. (Product notes, no.91) © 27Sep62; KK169583.

Model MR-10B, magnetic detector amplifier. (Product notes, no.87) © 25Jul62; KK168320.

Model RDT-1 radar test unit. (Product notes, 90) © 19Sep62; KK168932.

Model RDT-2, mobile radar field strength test assembly. (Product notes, no.86) © 11Jul62; KK168319.

Model 2400, dual mode controller. (Product notes, no.89) © 12Aug62; KK168463.

One solution for drive-in bank traffic. (Product notes, no.93) © 5Nov62; KK169970.

LA CHOY FOOD PRODUCTS. ©

Beef chow mein or chop suey. Net weight 14 ozs. © 24Jul62; KK169228.

Mushroom chow mein or chop suey, without noodles. Net weight 1 lb. 12 ozs. © 24Jul62; KK169185.

LADY LENNOX CO. ©

Gray hair stays dyed forever. (In Ebony, Sept. 1960, p.88) © 15Sep60; KK168883.

LAKESIDE TOYS.

At the zoo frame 'n color. 1265. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK168649.

Cowboys & Indians frame 'n color. 1263. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK168648.

The fast action word game, Arena, with the world's liveliest letter dice. 1221. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK169860.

- Hanna-Barbera's draw the Flintstones TV show, electric drawing set. For ages 5 to 14. 1251. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK169018.
- How we travel frame 'n color. 1261. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK168650.
- Larry Harmon's Laurel & Hardy electric drawing set. For ages 5 to 12. 1281. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK169019.
- Nursery time frame 'n color. 1262. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK168646.
- On the farm frame 'n color. 1264. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK168647.
- Play it cool, the Perky Penguin game. 1381. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK169024.
- Shari Lewis' friends electric drawing set. For ages 5 to 12. 1321. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK170570.
- Shari Lewis' friends Frame 'n Color. 1266. NM: compilation & additions. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK169075.
- Walt Disney electric drawing set. For ages 5 to 12. 1301. © Lakeside Toys, subsidiary of Lakeside Industries; 1Mar62; KK169017.
- ARGE (M.) DESIGNER. © Decor-accent designer panels. Appl. author: Phillip M. Large. © 18Oct62; KK170672.
- BAF BRANDS, INC. © You'll go crazy over Koo-Koo nuts. Net wt. 5 1/2 oz. © 12Mar62; KK167321.
- EE (H. D.) CO, INC. © Any overall is made to take the tools, only Lee is made to take the punishment. Bib overalls. (In Ebony, Mar. 1962, p.10) Appl. author: Grey Advertising, Inc. NM: photo. © 16Feb62; KK167487.
- Any overall is made to take the tools, only Lee is made to take the punishment. Bib overalls. (In Front page detective, Mar. 1962, p.3) Appl. author: Grey Advertising, Inc. © 2Feb62; KK167497.
- The brand working ranch men wear. Lee Riders. (Roping) (In Horse lover's magazine, Feb.-Mar. 1962, p.48) NM: revisions. © H. D. Lee Co., Inc.; 7Feb62; KK168497.
- The brand working ranch men wear. Lee Riders. (Roundup) (In Sheep and goat raiser, May 1962, p.36) NM: revisions. © H. D. Lee Co., Inc.; 25Apr62; KK168498.
- The brand working ranch men wear. Lee Westerner. (Currying) (In Horse lover's magazine, Apr.-May 1962, p.56) NM: revisions. © H. D. Lee Co., Inc.; 7Apr62; KK168499.
- But the pants are still working. Dungarees. (In Progressive farmer, Apr. 1962, p.111) Appl. author: Grey Advertising, Inc. © 15Mar62; KK167488.
- Can you spot the other pair of pants in this picture. Chetopa twills. (In Look, May 8, 1962, p.22) Appl. author: Grey Advertising, Inc. © 24Apr62; KK167489.
- Lee's master tailor can't quite put himself into his work. Leesures. (In Senior scholastic, May 2, 1962, p.6) Appl. author: Grey Advertising, Inc. © 2May62; KK167500.
- Lee's master tailor makes skin-tight slacks, but he doesn't dig'em. Leesures. (In Senior scholastic, Apr. 4, 1962, p.33) Appl. author: Grey Advertising, Inc. © 4Apr62; KK167501.
- The Leesure hours, time for classic tapered slacks. (In Playboy, Apr. 1962, p.107) Appl. author: Grey Advertising, Inc. © 15Mar62; KK167498.
- The Leesure hours, time for textured Dobby Weave slacks. (In Life, June 8, 1962, p.82) Appl. author: Grey Advertising, Inc. © 6Jun62; KK167492.
- The Leesure hours, time for trim, tapered Lee-Lustre twill slacks. (In Playboy, May 1962, p.129) Appl. author: Grey Advertising, Inc. © 17Apr62; KK167495.
- Riders, outgrown before they're outworn. (In Good housekeeping, May 1962, p.65) Appl. author: Grey Advertising, Inc. © 19Apr62; KK167496.
- Riders, the brand working cowboys wear. (In Life, June 1, 1962, p.16) Appl. author: Grey Advertising, Inc. © 30May62; KK167491.
- Riders, the brand working cowboys wear. These are the pants that never get in the way of a man. (In Life, Mar. 23, 1962, p.88) Appl. author: Grey Advertising, Inc. © 21Mar62; KK167499.
- The trimmest legs under the sun wear Lee Lady Westerners. (In Sunset, May 1962, p.233) Appl. author: Grey Advertising, Inc. © 25Apr62; KK167490.
- Westerners, the brand working cowboys wear. (In Life, Apr. 13, 1962, p.70) Appl. author: Grey Advertising, Inc. © 11Apr62; KK167493.
- You young people make me make'em, but you'll never make me wear'em. Leesures. (In Senior scholastic, May 16, 1962, p.33) Appl. author: Grey Advertising, Inc. © 16May62; KK167494.
- LEEDALL PRODUCTS MANUFACTURING CO., INC. © How to select a ribbon for your typewriter. Corona no. 3 old. © 20May62; KK167878.
- LEGUM, STANLEY D. © Let's confer; successful investment in today's complex financial markets requires training. © 19Jul62; KK167503.
- LEHN & FINK PRODUCTS CORP. PROFESSIONAL DIVISION. Staph newsletter. Series with significant suggestions for controlling cross infections. (In Hospital topics) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F) 19. © 16Jul62; KK167443.
- Staph newsletter. Series with significant suggestions for controlling cross infections. (In The Modern hospital) Appl. author: Robert E. Wilson, Inc. 21. © 16Nov62; KK169855.
- To control the spread of pseudomonas, why not standardize on Tergisyl broad spectrum detergent-disinfectant. (In Hospital management, Sept. 1962, p.13) Appl. author: Robert E. Wilson, Inc. © 15Aug62; KK168515.
- LE JEUNE. Swistraw. Color selection no.1. © Le Jeune W. Griffith d.b.a. Le Jeune; 22Aug62; KK169191.
- Swistraw. 24 yards of unbroken length and even width. © Le Jeune W. Griffith d.b.a. Le Jeune; 22Aug62; KK169190.
- LENNOX INDUSTRIES, INC. © It's quiet. The Lennox-equipped home breathes comfort 365 days a year. (In Saturday evening post, Sept. 10, 1960) © 10Sep60; KK169244.
- LENTHERIC, INC. © She didn't take a colder shower or a more leisurely bath than you did. Bain d'Or. (In Vogue, June 1960, p.28) Appl. author: Altman, Stoller, Chalk Advertising Agency. © 1Jun60; KK168396.
- LESTOIL PRODUCTS, INC. © Magic wand, fun in the tub. Net contents four fillers (3 oz.) and magic wand. © 30Jul62; KK168368.
- Magic Wand refills, fun in the tub. 6 wand refills. Net contents six fillers, 4.5 oz. © 30Jul62; KK168623.
- LEVER BROS. CO. © Save 75¢ on these new run-resistant stockings. (In The Rhode Islander (Providence Sunday Journal) Oct. 14, 1962, p.9) Appl. author: Foote, Cone & Belding. © 14Oct62; KK170097.
- LEVY, IRVING. © Play washstand golf and count your strokes. New edge Krona. © 21May62; KK167140.
- LEWIS, ROY L. © For your convenience. © 5Nov62; KK170228.
- LEWIS, ROY L. SEE ALPHA SALES CO.
- LIAISON NEWSLETTER, INC. © Are you among the chosen few? Liaison, the biweekly newsletter of love. © 4Sep62; KK168572.
- LIBBEY-OWENS-FORD GLASS CO. © Living's more fun in the open world of L-O-F glass. (In Life, July 27, 1962, p.80-81) Appl. author: Robert C. Blumer. © 23Jul62; KK167654.
- The sky's the limit in the open world of L-O-F glass. (In Life, Oct. 19, 1962, p.40) Appl. author: Robert C. Blumer. © 15Oct62; KK169328.
- There's good medicine in the open world of L-O-F glass. (In Life, June 22, 1962, p.18-19) Appl. author: Robert C. Blumer. © 18Jun62; KK167324.
- They face a bright future in the open world of L. O. F. glass. (In Life, Aug. 31, 1962, p.7) Appl. author: Robert C. Blumer. © 27Aug62; KK168453.
- LIEBMANN BREWERIES, INC. © Disfrute con Rheingold la cerveza refrescante. [Endorsed by Cesar Concepcion] (In El Diario de Nueva York, Jan. 23, 1961, p.7) Appl. author: Foote, Cone & Belding. © 23Jan61; KK164176.
- Meet the chug-a-mug, Miss Rheingold's talented new friend. Easy to open, easy to love. (In The Hartford courant, Oct. 22, 1962, p.28) Appl. author: J. Walter Thompson Co. © 22Oct62; KK169606.
- LIFE RESEARCH CORP. © Pepo snack for quick energy. Net wt. 1.5 ozs. © 1Aug62; KK170148.
- Ultra-Soup concentrate. Net wt. 1/2 oz. © 20Nov62; KK170149.
- LIGGETT & MYERS TOBACCO CO. © Chesterfield, L & M and Oasis present the Army-Navy game contest. (In Post exchange and commissary, Sept. 1960, p.3) Appl. author: McCann-Erickson, Inc. © 1Sep60; KK169276.

LIGGETT & MYERS TOBACCO CO.-Con.

Now air-softened, they satisfy even more. Chesterfield King cigarettes. (In Life, Aug. 22, 1960, p.68) Appl. author: McCann-Erickson, Inc. © 20Aug60; KK169808.

Now air-softened, they satisfy even more. Chesterfield king cigarettes. (In The Saturday evening post, July 30, 1960, p.35) Appl. author: McCann-Erickson, Inc. © 26Jul60; KK167440.

See, not too little, not too much. Yes, just enough menthol, just enough, that's Oasis. (In Look, July 19, 1960, p.101) Appl. author: McCann-Erickson, Inc. © 5Jul60; KK169028.

When you come to king ... get the king with air-softened mildness in every satisfying puff, Chesterfield King. (In Life, Oct. 24, 1960, p.124) Appl. author: McCann-Erickson, Inc. © 22Oct60; KK169251.

LIN-BROOK HARDWARE. ©

Al and Jerry's spring catalog. NM: additions, layouts & revisions. © 15Mar62; KK167563.

Betcha Lin-Brook Hardware has all the Christmas stuff in the whole world. (Christmas catalog) NM: additions, layouts & revisions. © 15Nov61; KK167562.

LIPTON (THOMAS J.) INC. ©

Chicken noodle soup mix. Net wt. 2 oz. © 16Jul62; KK169919.

Chicken noodle soup mix. 2 pack, net wt. 4 oz. © 16Jul62; KK169920.

Golden Ladle spaghetti sauce, mild American style. Net wt. 2 1/4 oz. © 20Oct61; KK169203.

Golden Ladle spaghetti sauce, tangy marinara style. Net wt. 2 1/4 oz. © 20Oct61; KK169202.

Golden Ladle spaghetti sauce, with mushrooms. Net wt. 2 1/4 oz. © 20Oct61; KK169204.

LIQUILATED, INC. ©

New pure liquid sugar, much faster and easier than granulated. 64 fl. oz. Appl. author: Lou Wendel Design Associates. © 11Jun62; KK167576.

LIQUOR CO. OF AMERICA.

Lamont brandy Napoleon brand. 4/5 quart. © Liquor Co. of America, division of Imported Brands, Inc.; 31Jul62; KK168338.

LITTLE CROW MILLING CO., INC. ©

Instant enriched Coco Wheats. Net wt. 1 lb. 5 1/2 ozs. Appl. author: William Woolway. © 27Aug62; KK169997.

Miracle Maize country style corn bread muffin mix. Net weight 1 lb. 4 ozs. Appl. author: William B. Pigott. © 50Oct62; KK169998.

LOCKMAN FOUNDATION. ©

The Amplified New Testament. (Amplified translation) © 2Mar59; KK170304. (See also Lockman Foundation; 2Mar59; KK141317)

LONARDO OIL PUNCH TOOL CO.

Oil punch, for cleaning sludge clogged oil channel to engine rocker arms. NM: revisions & additions. © Vincent P. Lonardo d.b.a. Lonardo Oil Punch Tool Co.; 29Sep62; KK169200.

LONG (W. E.) CO.-I.B.C. ©

The bread that goes best is the bread to buy; Holsum. [Father & daughter with breakfast ingredients] (In The Statesman, Salem, Or., Sept. 28, 1962, p.36) © 28Sep62; KK170209.

The bread that goes best is the bread to buy; Holsum. [Mother & son with dinner ingredients] (In The Statesman, Salem, Or., Sept. 14, 1962, p.33) © 14Sep62; KK170208.

It's the bread to buy; Holsum. (In The Statesman, Salem, Or., Sept. 21, 1962, p.34) © 21Sep62; KK170210.

LONGHORN DIVISION, MYT ASSOCIATES. SEE MYT ASSOCIATES. LONGHORN DIVISION.

LORILLARD (P.) CO. ©

Kent presents the biggest TV spectacular of them all, the 1960 summer Olympics from Rome. (In The Tobacco leaf, Aug. 13, 1960, p.11) © 13Aug60; KK169705.

Kent satisfies your appetite for a real good smoke. (In Ebony, Mar. 1960, p.89) © 25Feb60; KK169890.

P. Lorillard Co. celebrates its 200th anniversary. (In Post exchange and commissary, Feb. 1, 1960, p.183) © 1Feb60; KK169889.

Refreshes while you smoke, like no other cigarette. Newport. Couple in water. (In Life, May 30, 1960) © 30May60; KK168425.

Refreshes while you smoke, like no other cigarette. Newport. Girl in boat. (In Life, June 27, 1960) © 27Jun60; KK168424.

Refreshes while you smoke, like no other cigarette. Newport. (In Life, Feb. 22, 1960) © 22Feb60; KK168920.

Refreshes while you smoke, like no other cigarette; only Newport adds a refreshing hint of mint. (In The Saturday evening post, Feb. 13, 1960) © 13Feb60; KK168040.

Spring, the air-conditioned cigarette. Man in blue shirt. (In Life, Feb. 29, 1960) © 29Feb60; KK168919.

LOWE (JOE) CORP. ©

Bananza ice cream on-a-stick, a two-flavor treat. Appl. author: Arnold M. Storfer. © 11May62; KK168127.

Bananza ice cream on-a-stick, a two-flavor treat. 1BAN3. Appl. author: Arnold M. Storfer. © 1Mar61; KK168120.

Big and better deluxe Fudgsicle. 1-DF1. Appl. author: Arnold M. Storfer. © 14Sep62 (in notice: 1961); KK168114.

Bob Bachelor in paradise Hope says: Dip into a cool Popsicle. Appl. author: Arnold M. Storfer. © 28Apr61; KK168118.

Coated cherry nut bar. Net contents 3 fl. ozs. Appl. author: Arnold M. Storfer. © 30Oct62; KK169352.

Coconut Dazzle ice cream rounds in handy 6 pak. X-CD4. Appl. author: Arnold M. Storfer. © 23Jun61; KK168121.

Coffee time or anytime. Appl. author: Arnold M. Storfer. © 14Sep61; KK168587.

Delicious donuts. Appl. author: Arnold M. Storfer. © 20Oct62; KK169351.

Delicious fudge center Fudgy Wudgy ice cream on-a-stick. 1FW1-A. Appl. author: Arnold M. Storfer. © 23Mar61; KK168116.

English toffee ice cream rounds in handy 6 pak. X-ET4. Appl. author: Arnold M. Storfer. © 23Jun61; KK168130.

Everyone's favorite donuts. Appl. author: Arnold M. Storfer. © 20Oct62; KK169355.

Family favorite. B92. Appl. author: Arnold M. Storfer. © 14Sep61; KK168119.

Lemon and raspberry fruit sherbet, coated Sherbo-Split. Net contents 3 fl. ozs. Appl. author: Arnold M. Storfer. © 30Oct62; KK169353.

Meet Mr. Krunch ice cream bar. Appl. author: Arnold M. Storfer. © 23Jan62; KK168126.

Mister Softee ice cream bar. Appl. author: Arnold M. Storfer. © 23Apr62; KK168122.

New deluxe Creamsicle, cherry sherbet and ice cream. 1CR1. Appl. author: Arnold M. Storfer. © 14Apr61; KK168115.

Oh boy, great, deliciously fudgy Fudgsicle. 2-Fl. Appl. author: Arnold M. Storfer. © 15Mar62; KK168125.

Peppermint ice cream rounds in handy 6 pak. X-PR2. Appl. author: Arnold M. Storfer. © 23Jun61; KK168117.

Perfect taste treat anytime. Appl. author: Arnold M. Storfer. © 14Sep61; KK168586.

Raspberry Sidewalk ice cream parlay on-a-stick, an exciting taste sensation. Appl. author: Arnold M. Storfer. © 14May62; KK168113.

Raspberry Sidewalk ice cream parlay on-a-stick, an exciting taste sensation. 1RSP1. Appl. author: Arnold M. Storfer. © 23Mar61; KK168123.

Sit back & enjoy [ice cream] 2A2. Appl. author: Arnold M. Storfer. © 28Feb62; KK168129.

This is it, Popsicle, any others are just copycats. 2Pl. Appl. author: Arnold M. Storfer. © 23Apr62; KK168124.

Time out for [ice cream] 2-A1. Appl. author: Arnold M. Storfer. © 28Feb62; KK168128.

With your favorite beverage. Appl. author: Arnold M. Storfer. © 20Oct62; KK169354.

LOWENSTEIN (ERNEST) INC. ©

Swarovski, the signature of quality and beauty. (In Women's wear daily, Nov. 30, 1962, p.12) © 30Nov62; KK170677.

LOWNES, TOM. SEE RICH & FAMOUS.

LUBBOCK FLOOR COVERING CO., INC. ©

Mister Carpet gives you the nation's finest carpet, traditionally fine quality and value, guaranteed. (In Lubbock avalanche-journal, Sept. 23, 1962, p.10-A) © 23Sep62; KK169116.

LUBE-TUBE CO., INC. ©

Coilac lubricant booster. (In Post register, Idaho Falls, Apr. 23, 1962, p.11) NM: additions. © 23Apr62; KK168044.

LUDWIG MANUFACTURING CO., INC. ©

Snap Fasteners for screens and storm windows. Factory no.B-20. Appl. author: Geyer, Morey & Ballard, Inc. © 1Aug62; KK168941.

LUGGAGE DIVISION, SHWAYDER BROS., INC. SEE SHWAYDER BROS., INC. LUGGAGE DIVISION.

LUXOR LIGHTING PRODUCTS, INC. ©

New, improved traffic lamp with concentrated controlled beam. © 17Oct62; KK169313.

Par-ex, the new Luxor Par-38 is the ultimate in pyrex constructed lamps and saves you money. (Special bulletin) © 40Oct62; KK169314.

LYBRAND, WILLIAM ALLEN. ©

Toy-for-the-month club. © 26Jul62; KK168245.

LYNCH, JAMES E. ©

Veterinary liniment leg tightener. © 2May62; KK167713.

M

M & D STORE FIXTURES, INC. ©

Modernization adds up here and modernization means M and D. (In Drug topics, Mar. 14, 1960, p.71) Appl. author: Hixson & Jorgensen Advertising, Inc. © 10Mar60; KK168584.

M & M PRODUCTIONS.

The thinking man. (In Claremore daily progress, Dec. 9, 1962, p.3) © M & M Productions, James H. Masters, owner; 9Dec62; KK170492.

MCC. SEE MCCORMICK & CO., INC.

M. C. I., INC. ©

MCI-57, the all purpose balanced mildewcide preservative for the paint industry. © 12Nov62; KK170019.

M. I. I. SEE MERRIWIG INTERNATIONAL, INC.

M. M. & B. CO. SEE MANHEIM MANUFACTURING & BELTING CO.

M. P. SEE MAGLA PRODUCTS.

M. S. P., INC. SEE MIRACLE SOIL PRODUCTS, INC.

MYT ASSOCIATES. LONGHORN DIVISION.

Dog joy stick, for chewing. Appl. authors: Floyd M. Peterson & Clinton Millman. © Nylabone Corp. d.b.a. Longhorn Division of MYT Associates; 24Aug62; KK168626.

Kitty's joy stick, lickin' joy for your pussy cat, dogs, too. Appl. authors: Floyd M. Peterson & Clinton Millman. © Nylabone Corp. d.b.a. Longhorn Division of MYT Associates; 24Aug62; KK168625.

MCCAULEY, BESS L.

Accessories card. © McCauley; 26Oct62; KK170281.

MCCORMICK & CO., INC. ©

McCormick-Schilling orange peel, grated. Net wt. 1 3/4 ozs. © 11Sep62; KK169055.

Old fashioned beef stew seasoning. 1 1/2 ozs. net wt. © 11Sep62; KK168807.

MCGOWN (PEARL K.) INC. ©

Dear Hookraftsman. © 15Sep62; KK168687.

MCGRAW-EDISON CO. TOASTMASTER DIVISION.

Humidifier owner's guide. Operation and maintenance instructions. © Toastmaster Division, McGraw-Edison Co.; 1Jul62; KK167792.

MCHUTCHINSON & CO. ©

Easy to grow indoors, Riviera paper whites from Italy. A Mac-Pak garden product. Appl. author: Sweeney, Krist and Dimm. © 11Jun62; KK167107.

MCILHENNY CO. ©

Add excitement to ground beef, add Tabasco. (In Everywoman's family circle, Oct. 1962, p.6) Appl. author: Knox Reeves-Fitzgerald. © 18Oct62; KK168724.

Add excitement to ground beef, add Tabasco. (In Everywoman's family circle, Nov. 1962, p.16) Appl. author: Knox Reeves-Fitzgerald. © 16Oct62; KK169268.

MCKESSON & ROBBINS, INC. ©

Brought in the barrel from Scotland. Muirhead's Scotch. (In Newark evening news, Nov. 13, 1962, p.60) © 13Nov62; KK169863.

Fond of things Italiano? Give liqore Galliano in this new ceramic gift decanter by Coronetti. (In The New Yorker, Nov. 17, 1962, p.220) © 14Nov62; KK169865.

Lamplighter gin gives your martinis a new glow. (In The New Yorker, Nov. 17, 1962, p.187) © 14Nov62; KK169864.

Now vodka cocktails in cans ready-to-drink including vodka. Newport Quickies. [Black & white illus.] (In Los Angeles herald examiner, May 11, 1962, p.A17) © 11May62; KK167454.

Now vodka cocktails in cans ready-to-drink including vodka. Newport Quickies. [Color illus.] (In Los Angeles herald examiner, May 28, 1962, p.A10) © 28May62; KK167455.

This is all you need to serve a bloody Mary, screwdriver and salty dog. Newport Quickies. (In Los Angeles herald examiner, May 2, 1962, p.A21) © 2May62; KK167456.

MCNEILL, HORACE N. ©

Bass burper, instructions. © 20Jul62; KK167618.

MAGIC SEMINAR. ©

Enjoy the magic of personal power. (In TV guide, Sept. 6, 1962, p.15) © 8Sep62; KK169397.

How to learn the magic of success. (In Pictures (St. Louis post-dispatch) Sept. 9, 1962, p.35) © 9Sep62; KK169399

Magic for fun and profit. (In Pictures (St. Louis post-dispatch) Sept. 9, 1962, p.35) © 9Sep62; KK169398.

The personal magic of executive success. (In The Wall Street journal, eastern ed., Sept. 10, 1962, p.10) © 10Sep62; KK168653.

MAGLA PRODUCTS.

Mastercraft asbestos reinforced center silicone ironing board cover. Style no.219. © Herbert Glatt d.b.a. Magla Products; 22Jun62; KK167870.

Mastercraft elastic silicone ironing board cover and 100% pure foam pad. Style no.2000. © Herbert Glatt d.b.a. Magla Products; 22Jun62; KK167869.

Mastercraft 2 drawstring silicone ironing board covers. Style no. 186. © Herbert Glatt d.b.a. Magla Products; 22Jun62; KK167868.

Teflon reinforced-center ironing board cover. New, it's super scorch-resistant. No.890. © Herbert Glatt d.b.a. Magla Products; 9May62; KK167871.

MAGNUS, E.

Quik-Shine advertising shoe cloths, stock designs for laundries & cleaners. NM: Design LC-1--LC-10. © 14Nov62; KK169953.

MAICO ELECTRONICS, INC. ©

Enjoy better hearing with your Maico Starlite hearing aid. © 7Nov62; KK170200.

A lifetime of better living with your Maico Galaxy on-the-ear hearing aid. © 15May62; KK167926.

MAID-EASY CLEANSING PRODUCTS CORP. ©

Amazing new Mel-Ezy metal cleaner. © 10Oct62; KK169373.

MAIDENFORM, INC. ©

Fashion's dreams begin with a new Maidenform girdle made with Lycra; new Chorale girdle. (In The Fresno bee, Apr. 1, 1962, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr62; KK167445.

Herbert Sondheim's dreams begin with a Maidenform girdle. (In Redbook, Feb. 1962) Appl. author: Norman, Craig & Kummel, Inc. © 30Jan62; KK168359.

I dreamed I caught the brass ring in my Maidenform bra. Undertone. (In Ingenue, Aug. 1962, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 24Jul62; KK168339.

I dreamed I stole the show in my Maidenform bra. Chansonette. (In Seventeen, Oct. 1962, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct62; KK168835.

I dreamed I stopped them in their tracks in my Maidenform bra. New Sweet Music bra. (In True story, Feb. 1962, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 4Jan62; KK167865.

I dreamed I took the bull by the horns in my Maidenform bra. New Variette bra. (In Glamour, Feb. 1962, p.21) Appl. author: Norman, Craig & Kummel, Inc. © 22Jan62; KK167866.

I dreamed I was a trademark in my Maidenform bra. New Underline. (In Life, June 1, 1962, p.17) Appl. author: Norman, Craig & Kummel, Inc. © 30May62; KK168340.

I dreamed I was a vamp in my Maidenform bra. Sweet Music long-line bra. (In Family circle, Oct. 1960, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct60; KK167209.

I dreamed I was tickled pink in my Maidenform bra. Scroll. (In The New York times magazine, Aug. 26, 1962, p.72) Appl. author: Norman, Craig & Kummel, Inc. © 26Aug62; KK169475.

I dreamed I was wanted in my Maidenform bra. Name: Star Flower. (In Life) Appl. author: Norman, Craig & Kummel, Inc. © 26Sep60; KK168175.

Jeanne Campbell's dreams begin with a Maidenform girdle. (In Seventeen, June 1962, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun62; KK167684.

Look, a Maidenform bra you wear to sleep. (In Life, Apr. 27, 1962, p.23) Appl. author: Norman, Craig & Kummel, Inc. © 27Apr62; KK169961.

Look, a Maidenform bra you wear to sleep. Sweet Dreams. (In New York times, Nov. 12, 1961, p.92) Appl. author: Norman, Craig & Kummel, Inc. © 12Nov61; KK167233.

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Swimsuits sold out so fast even the mannequins were left bare. (In Women's wear daily, Nov. 14, 1962, p.29) Appl. author: Norman, Craig & Kummel, Inc. © 14Nov62; KK170278.

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Try new Remold rubber girdle from Maidenform. (In Detroit free press, Feb. 5, 1962, p.20) Appl. author: Norman, Craig & Kummel, Inc. © 5Feb62 (in notice: 1961); KK167649.

MALLINCKRODT CHEMICAL WORKS. ©

Spring-Green for preventive control of spring dead spot fo bermuda grass. 8157. © 17Aug62; KK168873.

MALLORY (P. R.) & CO., INC. ©

Product guide. © 30Jul62; KK168360.

MAN-CAM, INC. ©

Man-Cam, revolutionary blade conditioner. Four fluid ounces. © 10Oct62; KK169598.

MANHEIM MANUFACTURING & BELTING CO. ©
Automatic motor bases. Appl. author:
Foltz-Wessinger, Inc. © 28Sep62;
KK168989.

If you have variable speed belt drives
in your plant keep a stand-by stock
of Manheim MVS variable speed
belt and be ready for any emergency.
Appl. author: Foltz-Wessinger, Inc.
© 2Jul62; KK167237.

Miraglaze conveyor belt. Appl.
author: Foltz-Wessinger, Inc.
© 15Aug62; KK168087.

New Manheim Link V-Belt. Appl. au-
thor: Foltz-Wessinger, Inc.
© 8Oct62; KK169160.

Veelink, the new vibrationless Link
V-Belt. Appl. author: Foltz-
Wessinger, Inc. © 8Oct62;
KK169161.

MANSFIELD SHOES. ©

American blazers. (In Sports
illustrated, May 2, 1960, p.46-47)
Appl. author: Grey Advertising,
Inc. © 27Apr60; KK168500.

MARATHON.

Mayfresh instant mashed potatoes.
Net wt. 6 oz. (Potato pictorial
no.2) © Marathon, division of
American Can Co.; 22Jun62;
KK167327.

MARGE'S MUFFLERS, INC. ©

Sweet tone muffler. © 7Jul62;
KK168358.

MARGHAB (EMILE), INC. ©

Boudoir pillows by Marghab. The
deer. © 14Aug62; KK168013.

Cocktail napkins by Marghab. Christ
mas tree. © 14Aug62; KK168017.

Cocktail napkins by Marghab. Gera-
nium. © 14Aug62; KK168016.

Geranium by Marghab. © 14Aug62;
KK168009.

Handkerchiefs by Marghab, men's ini-
tial. © 14Aug62; KK168011.

Handkerchiefs by Marghab. Spray.
© 14Aug62; KK168014.

New open design by Marghab.
© 14Aug62; KK168010.

Rain by Marghab. © 14Aug62; KK168008.

Spray by Marghab. © 14Aug62;
KK168012.

Towels by Marghab. Geranium.
© 14Aug62; KK168015.

Towels by Marghab. Spray. © 14Aug62;
KK168018.

MARLAND, FREDRIC. SEE F. M. PRODUCTS.

MARMON-HERRINGTON CO., INC. ©

The only tool you need to build the
tractor you want. (In The Fifth
wheel, Sept. 1962, p.25) Appl.
author: Drennan W. Hart Advertising.
© 4Sep62; KK168521.

MARS, INC. ©

1963's out-of-this-world candy pro-
motion, Mars orbit the earth sweet-
stakes. Appl. author: Needham,
Louis & Brorby, Inc. © 26Sep62;
KK169277.

You can win; orbit the earth sweet-
stakes, 1001 prizes; a new era in
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© 1Nov62; KK169617.

MARTIN, RAY C. ©

Chef's delight steak sauce. 6 oz.
net. © 3Sep61; KK170299.

MARTIN PAINT STORES, INC. ©

Celebrating our 52nd anniversary,
gigantic savings on all top names,
Martin paints. (In Sunday news,
New York, Nov. 18, 1962, p.110-111)
© 17Nov62; KK170335.

Celebrating our 52nd anniversary with
gigantic discounts on famous brands
paints, tiles & wallpapers. (In
New York mirror, Nov. 11, 1962,
p.24-25) © 10Nov62; KK170337.

Celebrating our 52nd anniversary with
gigantic discounts on famous
paints, tiles & wallpapers. (In
Sunday news, Nov. 25, 1962, p.124-
125) © 24Nov62; KK170581.

52nd anniversary, Martin paints.
(In Newsday, Nov. 10, 1962, p.63)
© 10Nov62; KK170336.

MARYLAND ALUMINUM SALES CO. ©

Aluminum and fiberglass patios,
awnings, carports sale. (In News,
Frederick, Md., June 22, 1962, p.7)
© 22Jun62; KK167767.

Bargains, compare before you buy
aluminum or fiberglass awnings,
porch roofs, patios, carports. (In
Gazette and daily, York, Pa., June
26, 1962, p.31) © 26Jun62; KK167769.

Maryland Aluminum Co. buys out all
surplus stock from famous Xcel
Products, Philadelphia, Pa. ...
Count'em, 6. (In Gazette and daily,
York, Pa., June 25, 1962, p.27)
© 25Jun62; KK167768.

Sale, we bought out the complete in-
ventory stock, porch and patio
roofs, screen enclosures, odds and
ends. (In The York dispatch,
June 28, 1962, p.38) © 28Jun62;
KK167770.

MASAL CO. ©

Kiddie's party set. Appl. author:
Max Saalheimer. © 28Nov62;
KK170043.

Kiddie's party watch, moving hands.
Appl. author: Max Saalheimer.
© 28Nov62; KK170044.

Modern toy watch, moving hands. Appl.
author: Max Saalheimer. © 28Nov62;
KK170042.

Rancho cowboy set. Appl. author:
Max Saalheimer. © 28Nov62;
KK170041.

Speed timer, get ready, set, go. Wind
it, stop it, like a real stop watch.
Appl. author: Max Saalheimer.
© 28Nov62; KK170045.

MASSON (PAUL) VINEYARDS. ©

Only one man came to the aid of the
party. California champagne.
(In The New Yorker, Sept. 24, 1960,
p.99) Appl. author: Weiner &
Gossage. © 24Sep60; KK168993.

MASTER PRODUCTS CO. ©

Master's April show of bargains
means bright, big mimeo savings.
NM: additions. © 6Apr62; KK167766.

MASTERFORM MANUFACTURING CO. ©

Multi-color tab filing system for
installment financing. NM: re-
vision & new pictorial material on
p.4. © 20Oct62; KK169208.

MASTERPIECE RINGS. ©

AAA diamonds. Moonlight. Appl.
author: Hyman A. Massover.
© 1Aug62; KK169357.

Cultured pearls. Appl. author:
Hyman A. Massover. © 1Aug62;
KK169361.

Designers collection. Pendant.
Appl. author: Hyman A. Massover.
© 1Aug62; KK169360.

Diamond watches. Precious platinum.
Appl. author: Hyman S. Massover.
© 1Aug62; KK169358.

Masterpiece for quality gift giving.
Appl. author: Hyman A. Massover.
© 1Aug62; KK169362.

El Mirador pearls. Senorita. Appl.
author: Hyman A. Massover.
© 1Aug62; KK169364.

Modern wedding rings. Devotion.
Appl. author: Hyman A. Massover.
© 1Aug62; KK169359.

Pendants, charms, bracelets.
1031J7175, heart locket. Appl.
author: Hyman A. Massover.
© 1Aug62; KK169363.

MASTERS, JAMES H. SEE M & M PRODUCTIONS.

MAYKU SOCIETY. ©

A world message to all Rosicrucians
from adepts in the tablelands of
Peru. (In Fate, June 1962, p.17)
Appl. author: Gene Savoy. © 1May62;
KK170074.

MAYSTEEL PRODUCTS, INC. ©

Hospital designed cabinets, casework,
wardrobes; reach-planned by methods-
time-measurements. Appl. author:
Morrison-Seymour, Inc. © 4May62;
KK169144.

MEAD CORP. ©

Mark I Mead papers. © 15Dec61;
KK167540.

MEAD JOHNSON & CO.

Pregnancy, a time to remember. The
fetal circulatory system. Natalins
brand tablets. 84362. (In GP,
June 1962, p.145-146) © Mead John-
son Laboratories, division of Mead
Johnson & Co. (in notice: Mead
Johnson & Co.); 1Jun62; KK167331.

MELARD MANUFACTURING CORP. ©

Mister Twister drain cleaning tool.
Model no.1708-E. Appl. authors:
Sidney J. Shames & Harold Shames.
© 3Aug62; KK168852.

Mister Twister drain cleaning tool.
Model no.1725. Appl. authors:
Sidney J. Shames & Harold Shames.
© 3Aug62; KK168853.

Mister Twister household drain clean-
ing tool. Appl. authors: Sidney J.
Shames & Harold Shames. © 3Aug62;
KK168851.

MELNOR INDUSTRIES, INC. ©

Big new Melnor deal packs 50% profit;
buy 5 no.880's. © 10Oct62; KK170628.

4 free bonus items boost profit to
44%, Melnor's early bird oscillating
deal. No.880. © 10Oct62; KK170633.

4 free bonus items boost profit to
49%, Melnor's early bird oscillating
deal. No.880. © 10Oct62; KK170627.

Free revolving sprinklers from Melnor,
43% profit for early birds. No.675.
© 10Oct62; KK170629.

Free revolving sprinklers from Melnor,
48.4% profit for early birds.
No.675. © 10Oct62; KK170630.

It's new, it's 45% high profit, it's
a reel deal from Melnor; reel in 2
free bonus sprinklers. No.760.
© 10Oct62; KK170631.

Melnor gives you free bonuses in two
early bird specials. No.631 assort-
ment of oscillating sprinklers.
© 10Oct62; KK169556.

Melnor makes you trigger happy, this
deal is loaded with 42% dealer
profit. No.425C. © 10Oct62;
KK170626.

Melnor makes you trigger happy, this
deal is loaded with 45% dealer
profit. No.425C. © 10Oct62;
KK170632.

1963 lawn sprinklers and gardening
aids. © 10Oct62; KK169995.

MELROSE DISTILLERS CO. ©
Rare 10. Blended whiskey. (In
Springfield daily news, June 12,
1962, p.33) Appl. author: Doner-
Harrison, Inc. © 12Jun62; KK167997.

MELVILLE SHOE CORP. ©
McAnomatic mail order service; shoes
mailed directly to your home.
Style 6423. © 21Aug62; KK168337.

You can order these Thom McAn shoes
with confidence, you'll wear them
with pride. © 15Aug62; KK169799.

MENDLE BOX WRAP & LABEL CORP. ©
Parkelle fine hosiery. Appl. author:
Burton Fischer. © 10Mar62;
KK168927.

MENLEY & JAMES LABORATORIES. ©
Hay fever sufferers: this capsule will
make your life more pleasant for
the next six weeks. Contac. (In
Life, Aug. 10, 1962, p.14) Appl.
author: Foote, Cone & Belding.
© 6Aug62; KK168698.

Here's a full day's relief from head
cold congestion. Contac. (In
Reader's digest, Oct. 1962, p.45)
Appl. author: Foote, Cone & Belding.
© 21Sep62; KK168962.

Over 600 tiny time pills in one
Contac capsule relieve head cold
congestion all day long. Package.
(In Reader's digest, Nov. 1962,
p.345) Appl. author: Foote, Cone &
Belding. © 21Oct62; KK169415.

MENSH INVESTMENT AND DEVELOPMENT
ASSOCIATES, INC. ©
A treat you'll never forget. Bristol
Caverns stalactites. Appl. author:
Advertising Inc. of Washington.
© 23Jun62; KK167170.

MERCANTILE NATIONAL BANK OF CHICAGO. ©
50th anniversary report of condition,
June 30, 1962, Mercantile National
Bank of Chicago. Appl. author:
Stevens & Kirkland, Inc. © 6Jul62;
KK167300.

MERCHANDISE BOWLING, INC. ©
Handicap league, every couple wins.
(Entry display) © 13Jul62;
KK169547.

MERCK & CO., INC. ©
The genius corner, that's no way to
open a soft-boiled egg. (In
Analytical chemistry, July 1962,
p.16A) Appl. author: Charles W.
Hoyt Co., Inc. © 20Jun62; KK167160.

MERCURY, INC. ©
Series 450 press brakes. (Catalog
101-T) Appl. author: Charles B.
Tansley. © 10Aug62; KK168846.

MEREGALLI, ADRIANO.
Bingo. SEE BRADLEY (MILTON) CO.
Candy land game. SEE BRADLEY
(MILTON) CO.

MERIX CHEMICAL CO.
Golfers, On the Ball. 6 fl. oz.
© Eric O. Sonnema d.b.a. Merix
Chemical Co.; 21Mar62; KK170223.

MERRIAM (G. & C.) CO.
Start the school year right with this
proven aid to better grades.
Webster's new collegiate dictionary.
(In Reader's digest, Sept. 1962,
p.1) © 24Aug62; KK169320.
This Christmas give the new Merriam-
Webster unabridged, the one diction-
ary that puts your family in com-
mand of today's English. Webster's
third new international dictionary.
(In Harper's, Nov. 1962, p.101)
© 24Oct62; KK169496.

MERRIMAKER CORP. ©
New Year's Eve merrimakers. Appl.
author: Victor T. Hoeflich.
© 15Jun62; KK167648.

MERRIWIG INTERNATIONAL, INC. ©
Merriwig, the leader in the fashion
wig industry has created another
sensation. © 24Aug62; KK169022.

MERROW MACHINE CO. ©
Clase M Merrow maquinas. Appl. au-
thor: William Merrow Baker.
© 11Sep62; KK168850.

MEYENBERG MILK PRODUCTS CO.
Miner brand sweetened condensed milk.
Poids net 397 grammes. © Meyen-
berg-Old Fashion Products Co.
d.b.a. Meyenberg Milk Products Co.;
21Aug62; KK169107.

MEYENBERG-OLD FASHION PRODUCTS CO. ©
Blue Nurse lait sucre concentre.
Poids net 397 grammes. © 23Aug62;
KK169109.

MEYENBERG-OLD FASHION PRODUCTS CO.
SEE MEYENBERG MILK PRODUCTS CO.

MEYENBERG-OLD FASHION PRODUCTS CO.
SEE SILVER TOP DAIRY CO.

MEYERS (A. C.) & CO., INC. ©
Pirouettes. © 25Oct62; KK169781.

MICAMP CO. ©
Dusfil, fantastic air filter of the
age. Appl. states prev. reg. as
KK151266, 153212 & 48540. NM:
"textual revisions and additions."
Appl. author: Michael J. Campione.
© 7Mar62; KK169072.

MICHEL'S DESIGNS, INC. ©
Vel-Vette blossoms. Designed by
Charles Gross. © 15Nov61; KK167130.
Vel-Vette cluster. Designed by
Charles Gross. © 15Nov61; KK167125.
Vel-Vette fragrance. Designed by
Charles Gross. © 15Nov61;
KK167126.
Vel-Vette panneau. Designed by
Charles Gross. © 15Nov61; KK167124.
Vel-Vette roses. Designed by Charles
Gross. © 15Nov61; KK167129.
Vel-Vette tree. Designed by Charles
Gross. © 15Nov61; KK167128.
Vel-Vette troubadours. Designed by
Charles Gross. © 15Nov61;
KK167127.

MICHIGAN CHEMICAL CORP. ©
How big is a service sized MgO pro-
ducer? (In Chemical week, Nov. 11,
1962, p.78) Appl. author: Aves
Advertising, Inc. © 11Nov62;
KK169842.

Or bromine? (In Chemical week,
Sept. 15, 1962, p.97) Appl. author:
Aves Advertising, Inc. © 15Sep62;
KK170322.

Rare earths are doing these jobs in
ceramics now. (In Ceramic industry,
June 1962, p.81) Appl. author:
Aves Advertising, Inc. NM: revi-
sions. © 10Jun62; KK170179.

Two for the road from Michigan Chemi-
cal. (In Michigan contractor &
builder, Oct. 13, 1962, p.72) Appl.
author: Aves Advertising, Inc.
© 13Oct62; KK170178.

MIDLAND-ROSS CORP. SURFACE COMBUSTION
DIVISION.
Surface announces a new concept for
inert gas generators. DX (inert
gas) generator 120,000 C.F.H.
© Surface Combustion Division,
Midland-Ross Corp.; 2Apr62;
KK167387.

MILHAM MARQUEE CREATIONS.
Lined canopy valance and tier set.
Style no.810. © Milham Products
Co., Inc. d.b.a. Milham Marquee
Creations; 8Sep62; KK170564.

MILHAM PRODUCTS CO., INC. ©
Crisscross ruffled curtain with canopy
valance. Style no.4800. © 16Nov62;
KK169926.

Lined cottage set with canopy valance.
Style no.1803. © 5Nov62; KK169925.

MILHAM PRODUCTS CO., INC. SEE MILHAM
MARQUEE CREATIONS.

MILLER, BEN. ©
Princess Morningstar. © 10Apr62;
KK168921.

MILLER BREWING CO. ©
Enjoy life with Miller high life.
Young couple at home. (In Life,
Oct. 26, 1962, p.54) Appl. author:
C. A. Mathisson. © 26Oct62;
KK169665.

Enjoy life with Miller High Life, same
good taste everywhere because it's
brewed only in Milwaukee, naturally.
[Cowboy & girl] (In Life, July 27,
1962, p.16) Appl. author: C. A.
Mathisson. © 23Jul62; KK167685.

High Life features 35 high profit
foods you sell in appetite-appeal-
ing full color. (In Nargus bulle-
tin, June 1960, p.28) Appl.
author: C. A. Mathisson. © 5Jun60;
KK168374.

Same good taste everywhere; enjoy
life with Miller High Life.
[Sport scene; pheasant hunting]
(In Field & stream, Sept. 1962,
p.25) Appl. author: C. A. Mathis-
son. © 5Sep62; KK169133.

Same good taste everywhere. High
Life. Bowling. (In True,
Sept. 1962, p.27) Appl. author:
C. A. Mathisson. © 25Aug62;
KK168585.

MILPRINT, INC. ©
Apples. © 10Dec62; KK170689.
Grapefruit. © 8Dec62; KK170688.
Onions. © 14Dec62; KK170690.
Oranges. © 14Dec62; KK170687.

MINIT-MODELS.
Here's your Minit-Model of the High-
land Shore Heather Fields subdivi-
sion. Appl. author: Robert L.
White. © Robert L. White d.b.a.
Minit-Models; 1Jul62; KK167263.

MINNEAPOLIS STAR & TRIBUNE CO. ©
What makes a newspaper great? 10¢
buys the talent that wrote these
books. (In Printers ink, Nov. 23,
1962, p.45) Appl. author: Batten,
Barton, Durstine & Osborn, Inc. .
© 23Nov62; KK170089.

MINNESOTA MINING & MANUFACTURING CO.
Any way you look at it, for the
drama of it's happening now, Scotch
brand live-action video tape. (In
Sponsor, Sept. 10, 1962, p.49)
© 3M Co.; 10Sep62; KK169984.

Any way you look at it; no goofs, no
fluffs with Scotch brand live action
video tape. (In Broadcasting,
July 2, 1962, p.47) © 3M Co.;
2Jul62; KK167845.

Communications for management.
© 3M Co.; 25May62; KK168719.

Hot spot conquered, heavy duty tapes
defy head heat; outlast ordinary
tapes 15 times. Scotch magnetic
tape 498. (In Aviation week,
May 21, 1962, p.19) © 3M Co.;
21May62; KK167727.

How to succeed in pictures. Scotch
brand live-action video tape. (In
Broadcast engineering, Oct. 1962,
p.3 of cover) © 3M Co.; 10Oct62;
KK169983.

Looks frosty on the roll, invisible
on the job. Scotch brand magic
tape. (In Life, Aug. 31, 1962,
p.83) © 3M Co.; 27Aug62; KK169980.

New 3M Aseptex surgical mask no. 1800,
the lightweight, free breathing,
disposable mask. (In Hospital
topics, July 1962, p.87) © 3M Co.;
25Jun62; KK168512.

MINNESOTA MINING & MANUFACTURING CO.-
Con.

New 3M Micropore, no.1530, the most advanced concept in surgical adhesive tape. (In Current podiatry, Mar. 1962, p.2 of cover) © 3M Co.; 15Mar62; KK168508.

No other tape has so many candles on the cake. In 1956 ... the original Scotch brand Video tape was born. (In Broadcast engineering, June 1962, p.3) © 3M Co.; 1Jun62; KK167729.

OK, so Scotch brand recording tape is going to put on this real great promotion. (In Home entertainment retailing, Sept. 1962, p.3-4) © 3M Co.; 1Sep62; KK169985.

People really buy Tartan Scotch Brand recording tapes time after time after time. (In Record & sound retailing, June 1962, p.3-6) © 3M Co.; 1Jun62; KK167728.

Physicians' introductory offer: try today's two most advanced surgical tapes. Micropore surgical tape no. 1530. (In MD magazine, July 1962, p.20-21) © 3M Co.; 1Jul62; KK168511.

Sasheen magic, a dream of a way to attract more Christmas gift sales. (In Department store economist, June 1962, p.112-113) © 3M Co.; 31May62; KK168023.

Sasheen magic, penny-wise way to beautify your gift wraps and sales. (In Notion & novelty review, Sept. 1962, Profit parade section, p.50-51) © 3M Co.; 25Aug62; KK169986.

Sasheen magic, 2-way appeal that attracts customers again and again. (In Mid-Continent jeweler, Mar. 1962, p.4-5) © 3M Co.; 25Feb62; KK169982.

Soundtalk from the world's most experienced manufacturer of recording tapes. Scotch brand recording tape. (In Audio, May 1962, p.5) © 3M Co.; 1May62; KK170183.

Stains foiled. Scotchgard stain repeller. (In Life, Sept. 5, 1960, p.101) © Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Sep60; KK168881.

Sure shopper stoppers: new HollyTie gift wrap ribbons. (In California pharmacy, Aug. 1962, p.5-6) © 3M Co.; 25Jul62; KK169979.

Sure shopper stoppers: new HollyTie gift wrap ribbons. (In Food topics, June 1962, p.35-36) © 3M Co.; 25May62; KK168506.

The tape that never makes a mistake. Autoclave tape, steam indicator tape no.1222. (In Hospital management, July 1962, p.3) © 3M Co.; 15Jun62; KK168510.

This is the new transparent tape with stretch ability. Blenderm, surgical tape no.1525. (In Archives of ophthalmology, Apr. 1962, p.545) © 3M Co.; 1Apr62; KK168507.

Wanted by hospitals and physicians: these 5 product firsts from 3M medical research. Aseptex surgical mask, no.1800. (In A. S. T. A. Journal, July 1962, p.24-25) © 3M Co.; 25Jun62; KK168509.

What do you hear from Mancini? On Scotch brand recording tape you hear it all. (In Hi-Fi/Stereo review, Oct. 1962, p.104) © 3M Co.; 25Sep62; KK169981.

What do you hear from Strauss? Scotch brand recording tape. (In Modern photography, Nov. 1962, p.114) © 3M Co.; 1Oct62; KK170182.

World's widest tape selection offers heavy-duty constructions for every instrumentation need. Scotch magnetic tape 499. (In Aviation week, Feb. 26, 1962, p.90) © 3M Co.; 26Feb62; KK167726.

MINNESOTA STOPS CO.

Stop. Valuable coupon worth \$1.50 on a TV service sale. © Joseph W. Princell d.b.a. Minnesota Stops Co.; 10Sep62; KK169189.

MIRACLE SOIL PRODUCTS, INC.

Ultra-Sonic, all purpose, potting soil. Net wt. 2 lbs. © Miracle Soil Products, Inc. whose sole owners are Worth B. Graham & Philip B. Schwab; 25Jun62; KK170222.

MRS. LELAND'S KITCHENS. ©

Old-fashioned golden butter-bits. (Dreams of Venice canister design) Net wt. 1 pound. © 26Jul62; KK170520.

MIXING EQUIPMENT CO., INC. ©

Answer no to any of these mixing questions and we'll show you how to increase profits. (In Chemical week, Sept. 15, 1962, p.57-60) © 13Sep62; KK169726.

Lightnin mixing process analyzer. © 19Oct62; KK170625.

MOBIL OIL CO.

Don't make the octane mistake. (In Michigan Petroleum Assn. yearbook 1962, p.3) Appl. author: Ted Bates & Co., Inc. © Mobil Oil Co., a division of Socony Mobil Oil Co., Inc.; 1Jan62; KK169299.

For fleet service, Mobil regular with the highest megatane rating of any leading regular gasoline. (In New England transit club, 1962, p.56) Appl. author: Ted Bates & Co., Inc. © Mobil Oil Co., a div. of Socony Mobil Oil Co., Inc.; 1Jan62 (in notice: 1961); KK167265.

News, for every tractor, truck and car owner. (In Farm journal, Sept. 1962, p.47W) Appl. author: Ted Bates & Co., Inc. © Mobil Oil Co., a division of Socony Mobil Oil Co., Inc.; 18Aug62; KK169444.

MOBIL POWER CO. ©

A business of your own is the key to success, independence, financial security. © 23Mar62; KK167862.

Demonstrator trunk display. © 23Mar62; KK167859.

Hundreds of uses with portability to them all limited only to your imagination. Construction. © 23Mar62; KK167861.

Introducing a new concept in electric power. © 23Mar62; KK167860.

Portables. Model MPG no.18. © 23Mar62; KK167858.

MOELLER MANUFACTURING CO., INC. ©

Marine products. Snap-tite ... boat bailer plugs. Appl. author: Richard L. Peterson. © 24Sep62; KK169225.

MOLSBERRY CO. ©

Klaco Daw Sprok twin-ring sprockets, a time and money saver. © 30Jun62; KK167632.

MONARCH WINE CO. OF GEORGIA. ©

Peachy says drink Granny's wines. Appl. author: Charles Gilsten. © 1Jun62; KK167886.

MONEY OLDSMOBILE CO. ©

A company is known by the people it keeps. (In Arizona journal, July 15, 1962, p.20C) Appl. author: Getz and Sandborg, Inc. © 15Jul62; KK168938.

MONGENEL, MERT. ©

Mert the T-bone king. Mert's Coffee Shop. © 1May62; KK167582.

MOORES (H. C.) CO. ©

Exciting new recipes in new convenient index form. Pream. (In Good housekeeping, May 1962, p.20) Appl. author: Benton & Bowles, Inc. © 19Apr62; KK167702.

Good gravy and with Pream it never lumps. (In Good housekeeping, Feb. 1962, p.24) Appl. author: Benton & Bowles, Inc. © 18Jan62; KK167705.

It's easy with Pream. Top-of-the-stove macaroni and cheese. (In Good housekeeping, Mar. 1962, p.20) Appl. author: Benton & Bowles, Inc. © 20Feb62; KK167623.

It's the tops. Pream stay-fresh frosting. (In Good housekeeping, Jan. 1962, p.33) Appl. author: Benton & Bowles, Inc. © 19Dec61 (in notice: 1962); KK167459.

New, deluxe Pream, it's the creamiest tasting Pream ever. (In Good housekeeping, Nov. 1962, p.22) Appl. author: Benton & Bowles, Inc. © 18Oct62; KK169723.

New, improved, creamiest tasting Pream ever. (In Yankee grocer, Sept. 10, 1962, p.9) Appl. author: Benton & Bowles, Inc. © 10Sep62; KK169559.

No butter needed with Pream mashed potatoes. (In Good housekeeping, Dec. 1961, p.29) Appl. author: Benton & Bowles, Inc. © 21Nov61; KK167466.

No butter needed with Pream mashed potatoes. (In Practical home economics, May 1962, p.17) Appl. author: Benton & Bowles, Inc. © 20Apr62; KK167706.

Pream makes raspberry whip as easy as. (In Forecast for home economists, Apr. 1962, p.31) Appl. author: Benton & Bowles, Inc. © 16Mar62; KK167707.

Pream or cream? Man looking at coffee cup. (In Look, Apr. 10, 1962, p.85) Appl. author: Benton & Bowles, Inc. © 27Mar62; KK167703.

Pream or cream? Once it's in the coffee most folks can't tell. Man drinking coffee. (In Life, Jan. 19, 1962, p.69) Appl. author: Benton & Bowles, Inc. © 15Jan62; KK167704.

Pream or cream? Once it's in the coffee most folks can't tell. Pream and cream being poured into coffee. (In Life, Mar. 23, 1962, p.23) Appl. author: Benton & Bowles, Inc. © 21Mar62; KK167626.

Pream or cream? Once it's in the coffee most folks can't tell. Woman looking at cup. (In Life, Feb. 9, 1962, p.58) Appl. author: Benton & Bowles, Inc. © 7Feb62; KK167622.

MORRELL (JOHN) & CO. ©

Any way you play the game, Morrell tic-tac-toe pays you \$1.00. Pride bacon. (In The Phoenix gazette, June 28, 1962, p.59) Appl. author: John W. Shaw Advertising, Inc. © 28Jun62; KK169056.

Your choice, regular \$3.98 value, Deccal LP albums only \$1.00 .. just for trying Morrell Pride bacon or franks. (In Life, May 18, 1962, p.5) Appl. author: John W. Shaw Advertising, Inc. © 18May62; KK167836.

MORRELL (JOHN) & CO. RED HEART DIVISION. ©

Any dog worth loving is worth Red Heart. (In Chicago tribune, Aug. 23, 1962, p.20, part 4) Appl. author: John W. Shaw Advertising Inc. © 23Aug62; KK169129.

Any dog worth loving is worth Red Heart. 6 cans free. Endorsed by Arthur Godfrey. (In Chicago daily tribune, July 12, 1962, pt.4, p.15) Appl. author: John W. Shaw Advertising, Inc. © 12Jul62; KK167633.

5 imported Irish linen dish towels. Dog food. (In The Reader's digest, Oct. 1962, p.26) Appl. author: John W. Shaw Advertising, Inc. © 21Sep62; KK169529.

MORRIS (PHILIP), INC. ©

Why are more smokers coming aboard?
You pay more, you get more with
Benson & Hedges. King size ciga-
rettes. (In New Yorker, Mar. 19,
1960, p.5) © 19Mar60; KK167524.

MORTRUDE, WILLIAM E. ©

Chin Diner food service featuring the
Chin Diner. Net contents 5 3/4 oz.
© 1Jun62; KK170214.

MOTHER'S DAY PROMOTIONS, INC. ©

Mother's Day, May 12. Appl. author:
Norman Seider. © 20Aug62;
KK169883.

MOTOR WHEEL CORP. ©

Put fun in your day the Reo snow throw
way. (In Sports Illustrated,
Oct. 1, 1962, p.E4) © 27Sep62;
KK170112.

**MOVSESIAN, CHARLES. SEE EUPHRATES
BAKERY.****MULSIJET, INC. ©**

MulsiChurn instructions. Appl.
author: Robert H. Berg. © 10Jul62;
KK167293.

MURPHY, BILL.

It processes delinquent payments
much faster than the old way, and
sometimes it even goes tisk tisk.
SEE SPERRY RAND CORP.
You're forgettin' ya got cascading
indirect addressing with full
index modification each time.
SEE SPERRY RAND CORP.

MUTUAL CITRUS PRODUCTS CO. ©

New, taste teasing recipe, Gourmet's
Delight, from the kitchens of
M. C. P.; M. C. P. wine & berry
low calorie jam. (In The Oregonian,
Aug. 14, 1962, p.3M) © 14Aug62;
KK170213.

N**N.D.P. CORP. SEE NATIONAL DAIRY
PRODUCTS CORP.****NF INC. SEE NORTHLAND FOODS, INC.****N. P. I. I. SEE NATIONAL PRESTO IN-
DUSTRIES, INC.****NRC EQUIPMENT CORP. ©**

Vacuum baffles, series 0315, circular
cryo-baffles. © 6Jul62; KK167628.
Vacuum valves, slide valves, HC
series, 4" and 6" hand and air
operated. © 3Jul62; KK167629.

NADISCO, INC. ©

Spare tire, eliminates flat tire
changes tube or tubeless. Net
weight 11 oz. Appl. author: Lloyd
Cunningham Advertising. © 2Nov62;
KK169655.

NATIONAL BENEFIT LIFE INSURANCE CO. ©

A regular monthly income at retire-
ment age. © 22Oct62; KK169452.

NATIONAL BISCUIT CO. ©

Everything on the grill goes deli-
ciously on Nabisco snacks. Vege-
table thins. (In Saturday evening
post, June 9, 1962, p.48-49) Appl.
author: McCann-Erickson, Inc.
© 5Jun62; KK167351.
Give the taste of tradition to holiday
parties with Nabisco snacks.
Bacon flavored thins. (In McCall's,
Dec. 1962) Appl. author: McCann-
Erickson, Inc. © 20Nov62;
KK170426.

NATIONAL BREWING CO.

Baltimore Orioles 1962 radio and TV
schedule. © National Brewing Co. &
National Brewing Co. of Michigan;
16Apr62; KK167224.

Home run derby, Baltimore Orioles

reserved seat exchange coupon.
© National Brewing Co. & National
Brewing Co. of Michigan; 29Apr62;
KK169884.

National Beer from the land of
pleasant living. (National Beer
Chester Peake snipe decalcomania)
© National Brewing Co. & National
Brewing Co. of Michigan; 2Apr62;
KK169824.

National Beer from the land of
pleasant living. (National Beer
Oriole decalcomania) © National
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of Michigan; 2Apr62; KK169825.

National beer home run derby rules.
(No.2-1525) © 16Apr62; KK167226.

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Brewing Co. of Michigan; 16Apr62;
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NATIONAL BREWING CO. OF MICHIGAN.

Baltimore Orioles 1962 radio and TV
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CO.

Home run derby, Baltimore Orioles
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National Beer from the land of pleas-
and living. SEE NATIONAL BREWING
CO.

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NATIONAL BROADCASTING CO., INC. ©

Diver Dan tug-o-war game. For ages
4 to 12. 4207. By Milton Bradley
Co. © 3Nov61; KK167348.

NATIONAL DAIRY PRODUCTS CORP. ©

Frojoy ice cream. Vanilla fudge
sundae. One half gallon liquid.
Appl. author: Raymond Loewy Associ-
ates. © 7May62; KK167534.

Velvet Brand ice cream. Chocolate.
One half gallon liquid. Appl.
author: Raymond Loewy Associates.
© 7May62; KK167536.

Velvet Brand ice cream. Strawberry.
One half gallon liquid. Appl.
author: Raymond Loewy Associates.
© 7May62; KK167535.

Velvet Brand ice cream. Van-choc-
straw. One half gallon liquid.
Appl. author: Raymond Loewy Associ-
ates. © 7May62; KK167533.

Velvet Brand ice cream. Vanilla.
One half gallon liquid. Appl.
author: Raymond Loewy Associates.
© 7May62; KK167537.

NATIONAL PRESS. ©

What are these for? Appl. author:
Rod Provorse'. © 30Oct62;
KK169119.

NATIONAL PRESTO INDUSTRIES, INC. ©

Another great Presto special, 8%
extra discount on all Control
Master appliances. (In Housewares
buyer, Jan., 1960, p.20) © 15Jan60;
KK168242.

Did your doctor buy a Presto air
humidifier last winter? (In
Parents' magazine, Oct. 1962, p.133)
Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 25Sep62;
KK170215.

New idea for easier ironing, Presto,
more working steam, smooths away
wrinkles fast. (In True story,
Nov. 1959, p.121) © 16Nov59;
KK168243.

Perfect premium for increasing your
sales, cooks 6 hot dogs in 60 sec-
onds. Hot Dogger. © 15Apr60;
KK168264.

Presto pushbutton spray-steam iron.
(In American home, Oct. 1962,
p.57) Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 20Sep62;
KK169907.

Presto, your magic word for perfect
cook 'n serve meals. Presto control
master fry pay. (In House & garden,
Oct. 1960, p.192) © 15Oct60;
KK169226.

Prestoware, new stove-to-table ware
has dinner party elegance. (In The
Bride's magazine, winter 1962,
p.91) Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 15Oct62;
KK169908.

NEEDHAM PACKING CO., INC. SIOUX CITY
DRESSED BEEF CO. SEE SIOUX CITY
DRESSED BEEF CO.

**NELSEN STEEL & WIRE CO. AGRICULTURAL
PRODUCTS DIVISION. ©**

Green Garde, 25% micronized iron.
Net wt. 1 pound. © 1Sep62;
KK170296.

NESTLE CO., INC. ©

Crazy crisp idea, chocolate crisp
cookies. Semi-sweet chocolate
Toll House morsels. (In Reader's
digest, Nov. 1962) Appl. author:
McCann-Erickson, Inc. © 21Oct62;
KK169642.

Dazzle everybody, make new Nestle's
butterscotch snaps and fabulous
jewel box container. Butterscotch
Toll House morsels. (In Farm
journal, Nov. 1962) Appl. author:
McCann-Erickson, Inc. © 13Oct62;
KK169646.

Last year's biggest recipe promotion
back again, because your customers
liked it ... recipe insert adver-
tising is sales power. (In
Progressive grocer, Oct. 1962,
p.132-133) Appl. author: McCann-
Erickson, Inc. © 10Oct62; KK169778.

New cookie with the brand new flavor.
Butterscotch brickle bars. Butter-
scotch flavored Toll House morsels.
(In Everywoman's family circle,
Mar. 1960, p.94) Appl. author:
McCann-Erickson, Inc. © 18Feb60;
KK167523.

Try one recipe, you'll want them all.
Toll House marble squares. (In
True story, Oct. 1962, p.9) Appl.
author: McCann-Erickson, Inc.
© 4Sep62; KK170293.

Your touch can be the festive touch
with Pet and Nestle's. Semi-sweet
chocolate Toll House morsels.
(In Better homes & gardens,
Nov. 1962, p.92, 101) Appl.
author: McCann-Erickson, Inc.
© 18Oct62; KK169645.

You've made Toll House America's no.1
cookie, now try this sensational
new Toll House no.2. (In True story,
Oct. 1960, p.61) Appl. author:
McCann-Erickson, Inc. © 5Sep62;
KK169550.

NEWS RECORDS, INC. ©

The voice of Earl Long. Edited &
narrated by Brooks Read & Bud
Herbert, assisted by Tom White.
Illus. signed: P. Habig.
© 15Oct61; KK168592.

9-LIVES PET FOOD CO.

Cat food; liver in cream gravy.
Net contents: 6 1/2 oz. avoird.
NM: revisions. © Star-Kist Foods,
Inc. d.b.a. 9-Lives Pet Food Co.;
17Apr62; KK168486.

NITEY NITE. ©

Daisy feet? (In Redbook, Sept. 1962, p.89) Appl. author: Doyle Dane Bernbach, Inc. © 22Aug62; KK168466.

NOBLE OIL PRODUCTS CO.

Typo oil additive ... Typo/seal ... Typo/rust away. © Manlius W. Noble d.b.a. Noble Oil Products Co.; 9May62; KK168411.

NOME CO. ©

Choice game rules and instructions. Appl. author: Hans Goldschmidt. NM: compilation. © 16Jun61; KK169073.

NORBEST TURKEY GROWERS ASSN. ©

Norbest U. S. grade A, ready to cook, young turkey. NM: revisions. © 23Aug62; KK169179.

NORDBERG MANUFACTURING CO. ©

Hydraulic spike puller. Model C. (Bulletin 309) © 9May62; KK167722.

Series 9 engine-generator sets, four cycle inline 9" bore x 11 1/2" stroke. (Bulletin 312) © 9May62; KK167720.

Series 9 engines for mechanical drives, four cycle inline 9" bore x 11 1/2" stroke. (Bulletin 313) © 9May62; KK167721.

Series 9 marine diesel engines, four cycle-inline- 9" bore x 11 1/2" stroke. (Bulletin 311) © 1May62; KK167719.

Symons 5 foot cone crusher with hydraulic controls. (Bulletin 317) © 27Sep62; KK170062.

Tie-axe. (Special sales memo, AP.5-6110) © 21Dec61; KK167724.

Tie-axe, the prototype of another new machine. (Special sales memo, AP-.5-6111) © 21Dec61; KK167723.

Turbocharged series 21 engines. (Bulletin 298) © 27Jun62; KK170061.

NORMAN INDUSTRIES, INC. ©

It actually happened about 12:30 AM, June 25th, 1962 at the Piedmont Hotel, Seattle. © 7Nov62; KK169822.

New See-All convex reflectors with new metal safety rim. Appl. states prev. reg. KK154822. NM: revisions & additions. © 1Dec62; KK170157.

New see-All rectangular reflectors stop shoplifting. Appl. states prev. reg. KK154822. NM: revisions & additions. © 1Dec62; KK170155.

Robberies, stealing stopped for less than 33¢ a day. © 7Nov62; KK169821.

See-All Silent Detective, 4-sided, 1-way mirror. Appl. states prev. reg. KK154822. NM: revisions & additions. © 1Dec62; KK170156.

NORTHERN PAPER MILLS.

80 luncheon napkins. © Northern Paper Mills, a Marathon division of American Can Co.; 17Sep62; KK170441.

NORTHERN PRODUCTS DIVISION.

Kolor-pak napkins. © Northern Products Division, a Marathon division of American Can Co.; 21May62; KK170440.

NORTHLAND FOODS, INC. ©

Wilderness apple fruit filling. Net weight 1 lb. 5 ozs. © 1Apr62; KK168108.

Wilderness apricot fruit filling. Net weight 1 lb. 6 ozs. © 1Apr62; KK168109.

Wilderness apricot pineapple fruit filling. Net weight 1 lb. 6 ozs. © 1Apr62; KK168104.

Wilderness blackberry fruit filling. Net weight 1 lb. 6 ozs. © 1Apr62; KK168111.

Wilderness blueberry fruit filling. Net weight 1 lb. 5 ozs. © 1Apr62; KK168110.

Wilderness cherry fruit filling. Net weight 1 lb. 6 ozs. © 1Apr62; KK168105.

Wilderness French apple fruit filling. Net weight 1 lb. 5 ozs. © 1Apr62; KK168103.

Wilderness lemon filling. Net weight 1 lb. 6 ozs. © 1Apr62; KK168101.

Wilderness peach fruit filling. Net weight 1 lb. 5 ozs. © 1Apr62; KK168112.

Wilderness pecan filling. Net weight 1 lb 8 ozs. © 19Mar62; KK168102.

Wilderness pineapple fruit filling. Net weight 1 lb. 6 ozs. © 1Apr62; KK168107.

Wilderness raisin fruit filling. Net weight 1 lb. 6 ozs. © 1Apr62; KK168106.

NORTHWEST PAPER CO. ©

Mountie & horse descending incline. Carlton bond. © 26Oct62; KK169555.

Mountie & husky dog vignette. Signed: A. Friberg. © 28Nov62; KK170151.

Mountie at pioneer's grave. Carlton bond. Sept. 1962. © 27Aug62; KK168324.

Mountie with horses drinking from lake. 1963 calendar. © 20Nov62; KK170031.

NOVELSPRAY CO. ©

J F K instant confusion. Contents: 2 oz. avoird. © 28Sep62; KK169007.

NURSERY LAND, WORLD TOY HOUSE, INC. SEE WORLD TOY HOUSE, INC. NURSERY LAND.

NYLABONE CORP. SEE MYT ASSOCIATES. LONGHORN DIVISION.



O. K. D. SEE OLD KENTUCKY DISTILLERY.

OMC BOATS.

From top to bottom the newest boat ever built. 17 deluxe. (In Motor boating, Mar. 1962, p.88-89) © OMC Boats, a division of Outboard Marine Corp.; 1Mar62; KK167151.

Fuel saving fuel injection makes every ride a joy ride. OMC 17 deluxe. (In Motor boating, May 1962, p.12-13) © OMC Boats, a division of Outboard Marine Corp.; 1May62; KK167150.

New York, Kansas City, Boston ... Wherever the new OMC 17 deluxe has been launched, dealers report enthusiastic acceptance and sales. (Special report no.9) (In The Boating Industry, June 1962, p.99) © OMC Boats, a division of Outboard Marine Corp.; 1Jun62; KK167152.

Now in the West ... a great new idea arrives on a money-making wave. (In The Boating Industry, Sept. 1962, p.47) © OMC Boats, a division of Outboard Marine Corp.; 1Sep62; KK168934.

ORC. SEE OLSON RUG CO.

OHIO NUT & BOLT CO. ©

BT weld brackets. (Bulletin no.629) Appl. author: John T. Doheny. © 1Oct62; KK169250.

The new improved Ohio WS weld nuts, fasteners that become permanent parts of product components. (Bulletin no.628) Appl. author: John T. Doheny. © 19Jul62; KK167504.

Ohio's 11, a line-up that's hard to beat. (Bulletin no.630) Appl. author: John T. Doheny. © 8Nov62; KK169954.

OHRBACH'S, INC. ©

Big bargain? (In New York times, Oct. 10, 1962, p.55) Appl. author: Doyle Dane Bernbach, Inc. 10Oct62; KK169337.

Bring her back alive. (In The New York times, Oct. 26, 1962, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 26Oct62; KK169933.

Do what you want with the money you save. (In Los Angeles times, Nov. 4, 1962, p.20) © 4Nov62; KK169964.

Don't worry about the price, it's from Ohrbach's. How often do you walk right by an expensive-looking dress or coat without checking the price? (In New York times, Oct. 14, 1962, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 14Oct62; KK169371.

Don't worry about the price, it's from Ohrbach's. (In The New York times, Oct. 21, 1962, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 21Oct62; KK169936.

Don't worry about the price, it's from Ohrbach's. (In The New York times, Oct. 28, 1962, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 28Oct62; KK169938.

Don't worry about the price, it's from Ohrbach's. (In The New York times, Nov. 11, 1962, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 11Nov62; KK170146.

Don't worry about the price, it's from Ohrbach's. [Woman in evening attire] (In New York times, Sept. 23, 1962, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 23Sep62; KK169339.

Don't worry about the price, it's from Ohrbach's. [Woman wearing coat] (In New York times, Oct. 7, 1962, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 7Oct62; KK169340.

Don't worry about the price, it's from Ohrbach's. [Woman wearing suit] (In New York times, Sept. 30, 1962, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 30Sep62; KK169341.

Don't worry about the price, it's from Ohrbach's college shops. (In The New York times, Aug. 19, 1962, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 19Aug62; KK168467.

Don't worry about the price, it's from Ohrbach's fur salon. (In New York world-telegram & sun, Oct. 23, 1962, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 23Oct62; KK169932.

Don't worry about the price, it's from Ohrbach's fur salon. (In New York world-telegram & sun, Nov. 5, 1962, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 5Nov62; KK169929.

Don't worry about the price, it's from Ohrbach's fur salon. (In New York world telegram & sun, Nov. 13, 1962, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 13Nov62; KK170144.

Don't worry about the price, it's from Ohrbach's fur salon. (In The New York times, Nov. 27, 1962, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 27Nov62; KK170460.

Don't worry about the price, it's from Ohrbach's school shops. (In New York times, Aug. 26, 1962, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 26Aug62; KK168918.

He's no bargain. [Boy in shopping bag] (In New York times, Sept. 21, 1962, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 21Sep62; KK168915.

How can any store afford to charge so little? (In Los Angeles times, Oct. 7, 1962, section A, p.16) © 7Oct62; KK169151.

How to turn a tomboy into a lady. (In New York times, Oct. 5, 1962, p.37) Appl. author: Doyle Dane Bernbach, Inc. © 5Oct62; KK169335.

It feels so good to know you paid the lowest price in town. (In Los Angeles times, Sept. 30, 1962, p.16) © 30Sep62; KK169566.

It feels so good to know you paid the lowest price in town. (In Newark evening news, Oct. 9, 1962, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 9Oct62; KK169338.

Ohrbach's copies Paris in Paris' own fabrics. (In New York times, Sept. 16, 1962, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep62; KK168917.

Paris at Ohrbach's? Not a stitch till Thursday. (In The New York times, Sept. 9, 1962, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 9Sep62; KK168658.

Paris does it superbly, Ohrbach's copies it superbly; the long lean look. (In The New York times, Sept. 12, 1962, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 12Sep62; KK168660.

Psst! There's a store that's as careful about your money as you are. (In Los Angeles times, Nov. 11, 1962, section A, p.15) © 11Nov62; KK169671.

Think twice. (In The New York times, Aug. 31, 1962, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 31Aug62; KK168659.

Tomorrow, you can have an adventure at Ohrbach's. (In The New York times, Nov. 25, 1962, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 25Nov62; KK170461.

What's Ohrbach's got that I haven't got? (In Los Angeles herald-examiner, Dec. 2, 1962, p.16) © 2Dec62; KK170448.

What's your hurry? (In Beverly Hills citizen, Nov. 20, 1962, p.405) © 20Nov62; KK169922.

Who needs Ohrbach's? (In The New York times, Sept. 7, 1962, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 7Sep62; KK168657.

Why look all over? The lowest prices in town are at Ohrbach's. (In Los Angeles times, Sept. 16, 1962, p.16) © 16Sep62; KK168686.

Why run yourself ragged? The lowest prices are right here at Ohrbach's. (In Los Angeles times, Oct. 28, 1962, section A, p.12) © 28Oct62; KK169699.

You'll take away more than you thought you could afford. (In Los Angeles times, Sept. 9, 1962, section A, p.15) © 9Sep62; KK168617.

You'll take away more than you thought you could afford. Ohrbach's invites you to a fabulous bargain party on its 32nd birthday. (In Newark news, Sept. 30, 1962, p.18-19) Appl. author: Doyle Dane Bernbach, Inc. © 30Sep62; KK169334.

Your most important decision after this is this. Great election week coat buys at Ohrbach's. (In The New York times, Nov. 4, 1962, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 4Nov62; KK169937.

OIL STATES RUBBER CO. ©

Hy-Ny blast joints, jet joints. Price list, effective Sept. 15, 1962. Appl. author: Kimball Advertising, Inc. © 15Sep62; KK170079.

Vari-lip sand swab cup. Appl. author: Kimball Advertising, Inc. © 15Jul62; KK170078.

OLD COLONY GAS & OIL CO. ©

In the land of Lincoln. Genuine ethyl gas. (In The Minneapolis daily herald, June 26, 1962, p.11) © 26Jun62; KK167168.

The leaky barrel. (In North Minneapolis post, Aug. 30, 1962, p.3) © 30Aug62; KK168505.

The music goes 'round and around. (In North Minneapolis post, Dec. 6, 1962, p.12) © 6Dec62; KK170442.

OLD KENTUCKY DISTILLERY. ©

Kentucky tells the world, taste how light a bourbon can be. Bottoms Up. (In Tribune, Tampa, June 13, 1962, p.12A) Appl. author: Fred Clarke. © 13Jun62; KK169324.

Kentucky tells the world, taste how light a bourbon can be. Bottoms Up bourbon. (In Pine Bluff commercial, Apr. 13, 1962, p.14) Appl. author: Fred C. Clark. © 13Apr62; KK167375.

You need another bourbon like you need a hole in the head. Bottoms Up. (In Arizona beverage journal, May 1962, p. 27) Appl. author: Fred C. Clark. © 1May62; KK168281.

OLD QUAKER DISTILLING CO. ©

We're reducing the price of our Old Quaker to only \$3.99 a fifth ... You don't have to be rich to enjoy rich bourbon. (In San Diego evening tribune, Oct. 5, 1962, p.A17) Appl. author: Otto Kleppner. © 5Oct62; KK170119.

OLIN MANUFACTURING CO., INC. ©

Cornnuts brand toasted cuzco corn from Peru. Net weight 5 ounces. © 20Aug62; KK168633.

Cornnuts brand 12 pack toasted corn. Net wt. 4 1/2 oz. © 7Sep62; KK168632.

OLIN MATHIESON CHEMICAL CORP. ©

No iron stains in ham when you prevent pig anemia and boost weight gains with Rubrafter Squibb. (In Successful farming, July 1960, p.30) © 14Jun60; KK169551.

Outrageous, not to give your dog Vionate. (In The New Yorker, Mar. 19, 1960, p.138) © 19Mar60; KK167442.

OLSON RUG CO. ©

Free, exciting and colorful new Olson rug-carpet decorating book ... Save up to 1/2 the factory-to-you way on Olson Reversible luxury rugs-carpeting. (In House & garden, Aug. 1962, p.14) Appl. author: Arthur W. Prussing. © 13Jul62; KK170070.

Reversible rugs save you up to 1/2. (In Better homes & gardens, Sept. 1962, p.84) Appl. author: Arthur W. Prussing. © 13Aug62; KK170071.

Save up to 1/2, Olson Reversible rugs with twice the wear. (In House beautiful, Sept. 1962, p.58) Appl. author: Arthur W. Prussing. © 13Aug62; KK170069.

Twice the beauty, twice the wear, twice the value. (In McCall's needlework & crafts, Fall-winter, 1962-1963, p.60) Appl. author: Arthur W. Prussing. © 16Jul62; KK170072.

ONEIDA, LTD. ©

The look of sterling at a down to earth price, new Song of Autumn in Community. (In Glamour, June 1960, p.34) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22May60; KK168186.

OPPERMANN, CHARLES TUNSTALL, JR. SEE INDY 500 SPARK PLUG CO.

OPPERMANN, EDWARD KARL. SEE INDY 500 SPARK PLUG CO.

ORBIT INDUSTRIES, INC. ©

Long-loop amplifiers. (Bulletin 8462) © 17Oct62; KK169309.

OREGON BRASS WORKS. ©

Ripplebrook companion markers. The fir, style no.5780. © 3Jun62; KK167386.

ORIL CO. ©

Do you have a daily paper in your city? First National Bank's This day to remember. (In Bankers digest, June 11, 1962, p.18) Appl. author: William A. Cook. © 11Jun62; KK167043.

Home Federal's This day to remember. (In Grand Island daily independent, Oct. 1, 1962, p.9) Appl. author: William A. Cook. © 1Oct62; KK169219.

OSHKOSH B'GOSH, INC. ©

Bib overall. © 1Aug62; KK169692.

Cramerton chino cloth shirts and pants. © 1Aug62; KK169687.

Cramerton chino cloth work shirts. © 1Aug62; KK169690.

Dungarees. © 1Aug62; KK169689.

Shirts and pants, 8.6 oz. super cotton twill. © 1Aug62; KK169691.

Western Bronks. © 1Aug62; KK169688.

Work shirts. © 1Aug62; KK169686.

OSTER (JOHN) MANUFACTURING CO. ©

Already accepted, Oster premiums. (In Premium practice, Aug. 1962, p.28) © 1Aug62; KK168180.

The best to you, an Oster gift says it for you. Osterizer. (In Woman's day, Dec. 1962, p.24) © 1Dec62; KK170603.

Here, you take the whip, I'll beat the competition with preferred premiums by Oster. Oster Premiums offer prestige and action. Osterizer. (In Premium practice, July 1962, p.87) © 1Jul62; KK167469.

High prestige helps give Oster premiums pull power. (In Premium practice, Nov. 1962, p.46) © 1Nov62; KK170037.

I promise I'll never again offer a premium program without Cummins portable electric tools. Nationally recognized quality maker Oster premiums first choice. Model 456 Sabre-jig saw. (In Premium practice, June 1962, p.44) © 1Jun62; KK167468.

Joan Oster talks about tricks galore with Osterizer blend and store. (In What's new in home economics, Oct. 1962, p.3 of cover) © 1Oct62; KK170602.

New Oster cool mist humidifier, with more firsts for more profits. (In American druggist, Aug. 6, 1962, p.76) © 6Aug62; KK168181.

Oster quality reflected in more sanitary haircutting. Model 214 Hairvac. (In Master barber & beautician magazine, June 1962, p.22-23) © 1Jun62; KK167470.

Oster quality reflected in repeat customers. Model M-3 Stim-U-Lax. (In The Master barber & beautician magazine, July 1962, p.20-21) © 2Jul62; KK167882.

Oster quality, reflected in smiles that make you money. Lather-service. Model 222. (In The master barber & beautician magazine, Aug. 1962, p.26-27) © 1Aug62; KK168179.

Osterizer spin cookery. Osterizer chicken encore. (In What's new in home economics, Sept. 1962, p.26) © 1Sep62; KK168936.

OSTER (JOHN) MANUFACTURING CO.-Con.

Osterizer spin cookery. Osterizer chicken encore. (In Woman's day, Sept. 1962, p.19) © 1Sep62; KK170604.

They've been like this ever since I stocked Oster massage instruments. Model 213 Vibra-massage. (In American druggist, Sept. 17, 1962, p.59) © 17Sep62; KK168935.

2 for the gift show from Oster. Glamour profit pair. (In American druggist, July 23, 1962, p.79) © 23Jul62; KK167881.

OUR OWN IMPORT, INC. ©

Butter melter mates for gracious serving. © 14Sep60; KK169839.

OUT-O-MATIC FIRE EXTINGUISHER CO. ©

Liquid vapor, a new weapon against fire. Appl. author: Ronald C. Riepe. © 15Aug62; KK168071.

OUTBOARD MARINE CORP. OMC BOATS. SEE OMC Boats.

OWENS-ILLINOIS. KIMBLE GLASS CO. SEE KIMBLE GLASS CO.

P

P. A. T.-WARD PRODUCTIONS, INC. ©

Bullwinkle and Rocky coloring box, 256 pages to color, crayons included. No.4736. © 9May62; KK169104.

P & G. SEE PROCTOR & GAMBLE CO.

PBS DATA SERVICE CORP. ©

More management facts, faster than ever; most advanced IBM 1401 8-K 4-tape drive now at PBS. © 20Aug62; KK169676.

PF INC. SEE PEPPERIDGE FARM, INC.

PMS DIVISION, UNITED MACHINERY SALES CO. SEE UNITED MACHINERY SALES CO. PMS DIVISION.

PS CO. SEE PERMA-STRATE CO., INC.

PAARCO.

Amber-Lyte for all cars. © William E. Pallman d.b.a. Paarco; 18Nov62; KK170611.

PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Altnow. June 1962. © 1Jun62; KK167584. July 1962. © 1Jul62; KK167712. Aug. 1962. © 1Aug62; KK168478. Sept. 1962. © 1Sep62; KK168685. Oct. 1962. © 1Oct62; KK169252. Nov. 1962. © 1Nov62; KK169971. Dec. 1962. © 1Dec62; KK170642.

PACKAGING CORP. OF AMERICA. ©

Lemon sherbet. 1/2 gal. liquid. (Design no.2691-5) © 4May62; KK170195. Lime sherbet. 1/2 gal. liquid. (Design no.2691-6) © 4May62; KK170198. Orange sherbet. 1/2 gal. liquid. (Design no.2691-4) © 4May62; KK170196. Pineapple sherbet. 1/2 gal. liquid. (Design no.2691-2) © 4May62; KK170194. Raspberry sherbet. 1/2 gal. liquid. (Design no.2691-3) © 4May62; KK170197.

PAGE MILK CO. ©

Evaporated milk, homogenized, Vitamin D increased. Net wt. 14 1/2 oz. © 14Jun62; KK167539.

PAK-WELL PAPER PRODUCTS CO. ©

Casino design C-10. © 1Mar62; KK167212. Dover, design C-10. © 1Mar62; KK167213.

PALLMAN, WILLIAM E. SEE PAARCO.

PANCAKE PANTRY.

Wild blueberry syrup. 16 fl. ozs. Appl. author: Howard Lane. © James A. Gerding d.b.a. Pancake Pantry; 20Oct62; KK170162.

PAPER MATE CO. ©

Big deal; Paper Mate Capri Mark III was \$2.49, now \$1.95. (In American druggist, June 27, 1960, p.61 & 63) © 15Jun60; KK170435.

PARAGON NEEDLECRAFT. ©

Beautiful new Paragon needlework. O1154. (In McCall's needlework & crafts, fall-winter 1962-63, p.3 of cover) Appl. author: Alfred Rosenthal. © 25Jul62; KK167880.

PARAGON OIL CO., INC. ©

Eliminate guesswork and cut fleet operation costs. Paraflex multi-grade motor oil. (In Motor truck news of New York, Aug. 1962, p.4 of cover) © 10Aug62; KK168986.

PARFUMS CORDAY, INC. ©

Anything can happen when you wear Fame. (In Glamour, Sept. 1962, p.2) © 22Aug62; KK168641. Be extravagant, lavish her with Fame parfum de Corday. (In Mademoiselle, Nov. 1962, p.2) © 29Oct62; KK169965. 'Tis the season to be stocking up! Fame. (In Beauty fashion, Sept. 1962, p.2 of cover) © 10Sep62; KK169029. We're setting off the biggest fall advertising boom in Corday history! (In Beauty fashion, June 1962, p.2 of cover) © 10Jun62; KK169033.

PAR-HO ENTERPRISES. ©

Por-De-Lap portable desk and lap board. A handy writing desk. Appl. author: Allen J. Parker. © 15May62; KK168032.

PARK CIRCLE MOTOR CO. ©

Eight hands are better than two when time is precious. Tech-Team Service. (In Baltimore American, Aug. 5, 1962, p.2B) Appl. author: Kapplin & Hohen Advertising Agency, Inc. © 5Aug62; KK167894.

PARK RECORDING CO., INC. ©

Benny Goodman in Moscow. LSO-6008. © 10Oct62; KK169467.

PARKE, DAVIS & CO. ©

Alone I walked the peopled city, but epilepsy need not mean loneliness. Dilantin. © 11May62; KK167304. At morning rounds tomorrow today's Midicel will still be working. PD-D-1617. © 12Jun62; KK167309. Because vitamin deficiencies tend to be multiple, give your chronically ill patient the protection of Myadec. © 14May62; KK167305. Because vitamin deficiencies tend to be multiple, give your convalescent patient the benefits of Myadec. © 25Oct62; KK170001. Because vitamin deficiencies tend to be multiple, give your patient with an infectious disease the benefits of Myadec. © 9Aug62; KK170015. Because vitamin deficiencies tend to be multiple, give your patients on special diets the benefits of Myadec. © 10Jul62; KK168602. Because vitamin deficiencies tend to be multiple, give your patients with gastrointestinal complaints the benefits of Myadec. © 23Aug62; KK170008.

Because vitamin deficiencies tend to be multiple, give your post-operative patient the protection of Myadec. PD-D-1611. © 13Jun62; KK167311.

Busy as ever with the help of Eldec Kapseals. © 4Sep62; KK170007.

Double this potency of Norlutin Norlutate, oral progestational agent. © 8Aug62; KK168606.

A feeling of sadness and longing, but epilepsy need not mean loneliness. Dilantin. © 11Jul62; KK168603.

For the asthenic and underweight; Adroyd. © 29Aug62; KK170013.

For your mature patients; still enjoying life with the help of Eldec Kapseals. [Man fishing] © 25May62; KK167315.

For your mature patients; still on the go with the help of Eldec Kapseals. [Man seated on scooter] © 5Jun62; KK167310.

A handful of earth that may save your life. (In Today's health, Apr. 1962, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 31Mar62; KK170271.

Harmless? He's claimed 100 million victims. (In Today's health, Sept. 1962, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 31Aug62; KK170255.

I seem forsaken and alone, but epilepsy need not mean exclusion. Dilantin. © 4Jun62; KK167316.

In catabolic states due to chronic disease; Adroyd. © 31Oct62; KK170011.

In chronic skin ulcerations ... the picture improves with Elase. © 9May62; KK167306.

In 1877, Elias J. Marsh presented the results of his experiments with pollen counts, in the modern era ... Benadryl. (Milestones in allergy) © 1Aug62; KK168605.

In 1873, Charles Harrison Blackley published his classic monograph on hay fever, in the modern era ... Benadryl. (Milestones in allergy) © 24Aug62; KK168601.

In oxyuriasis, clinical experience repeatedly demonstrates Povan singularly effective in a single dose. © 18Jul62; KK168607.

In pinworm infections Povan again singled-out for its single-dose efficacy. © 15May62; KK167313.

In severe burns and other stubborn fibropurulent lesions, Elase improves the clinical picture. © 23May62; KK167307.

In skin ulcers and slow healing surface lesions, Elase cleans the wound, aids healing. © 13Sep62; KK170014.

In study after study, Povan proves singularly effective against pinworms. © 7Aug62; KK168609.

It's a matter of medical record, Povan, singularly effective against pinworms. © 20Sep62; KK170017.

Life is but an empty dream, but epilepsy need not mean exclusion. Dilantin. © 3Aug62; KK168610.

M is for mowers that scatter grass pollen. Benadryl. © 14Jun62; KK167303.

Milestones in allergy, in 1909, Scheppegrell noted the immunizing effects attributable to nasal insufflation of dry pollen. Benadryl. © 28Sep62; KK170000.

New clinical evidence again proves Povan, singularly effective against pinworms. © 22Aug62; KK170009.

O lost, and by the wind grieved, but epilepsy need not mean loneliness. Dilantin. © 29Jun62; KK168611.

On the outside looking in, but epilepsy need not mean loneliness. © 12Oct62; KK170006.

The one-dose oxyuricide. Povon. PD-D-1607. © 3May62; KK167312.

Only his thoughts to keep him company, but epilepsy need not mean loneliness. Dilantin. © 18Sep62; KK170016.

P is for pets that plague the allergic; Benadryl. © 30Oct62; KK170010.

R is for ragweed, most troublesome allergen. Benadryl. © 13Aug62; KK168599.

Singularly effective in a single dose in oxyuriasis; continuing clinical confirmation, Povon. © 5Jul62; KK168600.

Slide show for professional pessimists. (In Today's health, Mar. 1962, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 28Feb62; KK170269.

Still going strong, with the help of Eldec Kapseals, vitamin-mineral-hormone supplement. © 24Oct62; KK170002.

Still productive with the help of Eldec Kapseals. © 19Sep62; KK170012.

There comes a sense of utter loneliness, but epilepsy need not mean isolation. Dilantin. © 18Jun62; KK167314.

Travel agent? She books passage for new medications. (In The Saturday evening post, Aug. 4, 1962, p.2) Appl. author: Young & Rubicam, Inc. © 31Jul62; KK170244.

Twice as potent as Norlutin; Norlutate, new progestational agent. © 16May62; KK167308.

W is for weeds that torment the allergic. Benadryl. © 26Jun62; KK168604.

When Friday's newspaper is delivered, Thursday's Midicel will still be working. © 13Jul62; KK168612.

When morning temperatures are taken tomorrow, the Midicel he took this morning will still be working. © 15Oct62; KK170004.

When the perfect combination comes a cropper by a cough, Benylin expectorant provides the right combination for effective cough control. © 22Oct62; KK170003.

When the perfect combination falls prey to a cough, Benylin expectorant provides the right combination for effective cough control. © 10Oct62; KK169999.

When the perfect combination succumbs to a cough, Benylin expectorant provides the right combination for effective cough control. © 10Oct62; KK170005.

When tomorrow's milk is delivered, today's Midicel will still be working. © 25Sep62; KK170018.

When weight is lost during illness, Adroyd. © 28Jun62; KK168608.

PARKER, DENISE. ©

The festive ribboned greeting card holder. © 6Jun62; KK167273.

PARKER BROS., INC. ©

Complete tiddley winks. © 10Oct62; KK169020.

French card game craze, Mille Bornes. Creation: Edmond Dujardin. Appl. author: Parker Bros., Inc., employer for hire. © 90Oct62; KK169958.

Horseshoe game; They're Off. © 90Oct62; KK169578.

PARKER PEN CO. ©

Entirely new idea in fountain pens: you can dial the point to fit your writing angle. New Parker VP. (In Harper's magazine, Nov. 1962, p.27) Appl. author: Leo Burnett Co., Inc. © 29Oct62; KK169620.

The fine ball pen with diamond dust in the tip. Parker International. (In The Atlantic monthly, Aug. 1962, p.27) Appl. author: Leo Burnett Co., Inc. © 30Jul62; KK167655.

Fine jewelry that writes, it even has diamond dust in the tip. International. (In National geographic magazine, Sept. 1962, p.6) Appl. author: Leo Burnett Co., Inc. © 3Sep62; KK168874.

From \$1.98 to \$150 pens that please people as only Parkers can. Parker 61. (In Life, Dec. 14, 1962, p.48-49) Appl. author: Leo Burnett Co., Inc. © 10Dec62; KK170607.

Gift ideas under \$100,000. Parker International. (In National geographic magazine, Nov. 1962) Appl. author: Leo Burnett Co., Inc. © 1Nov62; KK169587.

Give or get the pens that put more personality on paper. 45 convertible. (In Army times, Oct. 24, 1962, p.65. Tokyo) Appl. author: Leo Burnett Co., Inc. © 24Oct62; KK169673.

Go back to school with a convertible that writes. New Parker 45 convertible. (In Life, Sept. 7, 1962, p.18) Appl. author: Leo Burnett Co., Inc. © 3Sep62; KK169242.

If you have trouble saying it, say it with a Parker. New Parker Arrow. (In Senior scholastic, Nov. 28, 1962, p.28) Appl. author: Leo Burnett Co., Inc. © 26Nov62; KK170177.

Monster contest sponsored by the Parker Pen people. 20 monster rally kits given away free. (In The Daily Iowan, Iowa City, Oct. 16, 1962, p.3) Appl. author: Leo Burnett Co., Inc. © 16Oct62; KK169828.

New convertible pen loads with a cartridge or from a bottle. New Parker 45 convertible. (In Life, Sept., 28, 1962, p.132) Appl. author: Leo Burnett Co., Inc. © 24Sep62; KK169243.

New from Parker people: the convertible pen. An unreasonably good pen for only \$5. (In Life, Aug. 3, 1962, p.71) Appl. author: Leo Burnett Co., Inc. © 1Aug62; KK168490.

Now a clean-filling, smooth-writing, money-saving Parker cartridge pen, only \$3.95. New Parker Arrow. (In The Daily Iowan, Nov. 13, 1962, p.6) Appl. author: Leo Burnett Co., Inc. © 13Nov62; KK170297.

Now, a clean-filling, smooth-writing Parker cartridge pen. New Parker Arrow. (In Senior scholastic, Sept. 12, 1962, p.28-29) Appl. author: Leo Burnett Co., Inc. © 10Sep62; KK169241.

Now, a clean filling, smooth writing, Parker cartridge pen, only \$3.95; new Parker Arrow. (In The Daily Iowan, Sept. 8, 1962, p.4) Appl. author: Leo Burnett Co., Inc. © 8Sep62; KK168634.

The pen that turns water into ink. The remarkable Parker 61. (In The New Yorker, Nov. 10, 1962, p.133) Appl. author: Leo Burnett Co., Inc. © 8Nov62; KK170286.

People, places, and Parkers. New Parker Arrow. (In Senior Scholastic, Oct. 24, 1962, p.3) Appl. author: Leo Burnett Co., Inc. © 22Oct62; KK170298.

Perfect gift for people you'd like to hear from more often. New Parker 45 convertible. (In Life, Dec. 7, 1962, p.123) Appl. author: Leo Burnett Co., Inc. © 3Dec62; KK170506.

There's a Parker ball pen that's just right for anybody's stocking. T-Ball Jotter. (In Life, Dec. 21, 1962, p.6) Appl. author: Leo Burnett Co., Inc. © 17Dec62; KK170678.

What's so remarkable about it? Parker 61. (In New Yorker, July 28, 1962, p.37) Appl. author: Leo Burnett Co., Inc. © 26Jul62; KK168003.

When other ballpoints quit, your Jotter's just getting its second wind. (In Life, Oct. 12, 1962, p.104) Appl. author: Leo Burnett Co., Inc. © 8Oct62; KK170706.

Why Red China can't duplicate our pens, or match the price. The remarkable Parker 61. (In The New Yorker, Oct. 13, 1962, p.97) Appl. author: Leo Burnett Co. © 11Oct62; KK169266.

Why this \$1.98 ball pen writes rings around a fistful of cheap ones. (In Life, Nov. 2, 1962, p.20) Appl. author: Leo Burnett Co., Inc. © 29Oct62; KK169619.

PARKS CO. ©

Delicious Big Apple cakes. Net wt. 2 lbs. © 6Nov62; KK169695.

Delicious Big Apple cupcakes. Net wt. 7 1/2 ozs. or over. © 6Nov62; KK169693.

Delicious Big Apple light-n-fluffy donuts. Net wt. 7 ozs. or over. © 6Nov62; KK169694.

Delicious Thrift City cakes. Net wt. 1 lb. 9 ozs. © 6Nov62; KK169698.

Delicious Thrift City cupcakes. Net wt. 7 1/2 ozs. or over. © 6Nov62; KK169697.

Delicious Thrift City light-n-fluffy donuts. Net wt. 7 ozs. or over. © 6Nov62; KK169696.

PARROTT CHEMICAL CO. ©

Lucky Sevin 50% wettable powder. Kills Jap. beetles. © 19Feb62; KK167760.

PATENT SCAFFOLDING CO., INC. ©

New Swedge-Lok aluminum extension and single ladders. Appl. author: O. H. Junggren. © 14Aug62; KK167947.

Trouble saver sectional steel shoring. (Bulletin PSS-54) Appl. author: O. H. Junggren. © 11May62; KK167153.

Trouble saver sectional steel shoring. (Bulletin PSS-55) Appl. author: O.H. Junggren. © 24Oct62; KK169461.

PATIO FOODS, INC. ©

Western Style Dinner. Net weight 12 ounces. © 14Dec62; KK170595.

PAULY, RICHARD. SEE JUMPIN JIG CO.

PAXTON (FRANK) LUMBER CO. ©

Pax facts for employees. © 28Jul62; KK169443.

PEAK PRODUCTION, INC. ©

Password, as seen on CBS television. For ages 10 to adult. 4260. By Milton Bradley Co. © 30Mar62; KK167347.

PEARL DUCK, INC. ©

Indispensable convenience; the handy, push-pull dispenser is just one of the many advantages of the Dubl Duck Blue Shaper Blades. (In American hairdresser, Nov. 1960, p.43) © 1Nov60; KK167646.

PEKAO TRADING CORP. ©

Paczki do Polski na swieta. © 8Oct62; KK170428.

PELLON CORP. ©

Almost everything for a man has Pellon non-woven interfacing to keep the shape. (In Gentlemen's quarterly, June 1962, p.2 of cover) © 5Jun62; KK170291.

Almost everything for a man has Pellon non-woven interfacing to keep the shape. (In Gentlemen's quarterly, Sept. 1962, p.2 of cover) © 14Aug62; KK170159.

Almost everything for a man has Pellon to keep the shape. (In Daily news record, Feb. 7, 1962, p.3) NM: new art work & revisions. © 7Feb62; KK170077.

And now I'll buy the Pellon. (In Simplicity, Spring 1962, p.5) © 15Jan62; KK170290.

Designer's choice. (In Women's wear daily, Jan. 30, 1962, p.3) © 30Jan62; KK169765.

A new way to sew. (In McCall's pattern fashion, Fall-winter 1962) © 15Aug62; KK170287.

Pelomite for small detail areas. (In McCall's pattern fashions, Spring 1962) © 15Jan62; KK170289.

Pelomite fuses the shape that refuses to wilt. © 30Sep62; KK169959.

Quality first. Harry, I finally found one interfacing for collars. (In Women's wear daily, Feb. 26, 1962, p.3) © 26Feb62; KK169539.

Quality first. I tell you, Harry, now I get more lay-ups and more plies per inch. (In The Bobbin, Jan. 1962, p.15) © 15Jan62; KK170288.

This tag works for us, Miss Jones, and for you. To keep the shape, Pellon, non-woven interfacing. (In Women's wear daily, Mar. 21, 1962, p.3) © 21Mar62; KK169538.

This tag works for us, Mr. Garret, and for you. Pellon, non-woven interfacing. (In Daily news record, Apr. 24, 1962, p.3) © 24Apr62; KK169537.

You'll be happier when you sew with all-bias Pellon. (In Good house-keeping, Feb. 1962, p.192) © 20Jan62; KK170483.

PENDLETON WOOLEN MILLS. ©

Your Pendleton tepee. © 12Sep62; KK170612.

PENN-CHEM CORP. ©

Portable systems; portable laboratory racks. Model LR 3002. © 15Oct62; KK169901.

Portable systems; the portable vacuum assembly carrier. Model V-2000R. © 6Oct62; KK169902.

PENNY'S REDI POUR, INC. ©

Pancake and waffle batter. One quart. © 1Apr62; KK167114.

PENTO, INC. ©

Children's toothbrushing kit. 5 boxes, 5 flavors, each with its own toothbrush. Appl. author: H. Allen Lightman. © 1Aug62; KK168039.

PEPPERIDGE FARM, INC. ©

Bread crumbs. Net wt. 8 1/2 oz. © 3Jul62; KK167299.

Cake a la mode; chocolate. Net wt. 9 3/4 oz. © 8Mar62; KK167138.

Cake a la mode, pineapple. Net wt. 10 3/4 oz. © 8Mar62; KK167718.

Country store cookie assortment. Net wt. 8 oz. © 9Oct62; KK169701.

Herb seasoned stuffing. Net wt. 12 ozs. © 27Sep62; KK169465.

Herb seasoned stuffing, delicious as your very own. Net weight 8 oz. NM: additions & revisions. © 5Feb62; KK167857.

Hot-frozen Pepperidge Farm, thin sliced, white enriched bread. Net weight 1 lb. © 22Aug62; KK170422.

Hot-frozen sandwich, white enriched bread. Net weight 1 lb. © 21Sep62; KK169464.

Hovis golden sandwich, thin sliced bread; hot-frozen. Net weight 1 lb. © 22Aug62; KK169700.

Nassau peanut-chocolate cookies. Net wt. 7 1/4 oz. © 27Jun62; KK167319.

2 apple turnovers. Net wt. 5 oz. © 19Jul62; KK168491.

PERMA-STRATE CO., INC.

Proved best for natural looking straight hair. [Endorsed by Sarah Vaughan] (In Ebony, Apr. 1960, p.103) © PS Co. a.a.d.o. Perma-Strate Co., Inc.; 5Apr60; KK169083.

PET CARE, INC. ©

Cat Joy, absorbent litter for kitty. 5 lbs. net. © 15Jun61; KK162754.

PET MILK CO. ©

A dieter's nightcap. Sego liquid diet food. (In Reader's digest, Oct. 1962, p.187) Appl. author: Josephine Walsh. © 10Oct62; KK170439.

First soda fountain flavor in a 900-calorie diet food. Sego liquid diet food. (In Life, July 27, 1962, p.R1) Appl. author: Josephine Walsh. © 27Jul62; KK170328.

If your baby could be born with a golden spoon in his mouth, what would you wish it could bring him? (In Brownsville herald, June 14, 1962, p.7B) Appl. author: Mary Clare Gerling. © 14Jun62; KK168395.

If your baby could be born with a golden spoon in his mouth, what would you wish it could bring him? Evaporated milk. (In Congratulations, 3d issue 1962, p.9) Appl. author: Josephine Walsh. © 1Jul62; KK167834.

A losing way to start the day. Sego liquid diet food. (In Ladies' home journal, Sept. 1962, p.1) Appl. author: Josephine Walsh. © 1Sep62; KK170333.

Never a dull diet. Sego liquid diet food. (In Ladies' home journal, Oct. 1962, p.134) Appl. author: Josephine Walsh. © 10Oct62; KK170339.

New idea in 900 calorie diet foods, hot soup flavors. Sego liquid diet food for weight control, cream of tomato flavor. (In Omaha world herald, May 18, 1962, p.17M) Appl. author: Josephine Walsh. © 18May62; KK167486.

Nibbling defeats dieting but Sego at mealtime helps you through the temptation hours. Another new flavor, chocolate malt. (In Ladies' home journal, July-Aug. 1962, p.117) Appl. author: Josephine Walsh. © 1Jul62; KK167615.

No seven-course dinner, but Sego is the one-course meal that helps a dieter feel satisfied until the next. (In Life, Sept. 14, 1962, p.51) Appl. author: Josephine Walsh. © 14Sep62; KK170453.

Now dieters can stop watching the clock. Sego liquid diet food. (In Saturday evening post, Oct. 6, 1962, p.70) Appl. author: Josephine Walsh. © 6Oct62; KK170338.

Sego goes chocolate malt; the new liquid diet food ... adds flavor no.5. (In Los Angeles times, Apr. 26, 1962, pt.1, p.17) Appl. author: Josephine Walsh. © 26Apr62; KK167843.

Start cooking with a golden spoon. Fudge sundae pie. Evaporated milk. (In Ebony, July 1962, p.57) Appl. author: Josephine Walsh. © 16Jun62; KK167164.

Start cooking with a golden spoon. Perfect pumpkin pie. Evaporated milk. (In Good housekeeping, Nov. 1962, p.207) Appl. author: Josephine Walsh. © 1Nov62; KK170659.

Start cooking with a golden spoon. Smothered chicken. (In Good house-keeping, Sept. 1962, p.172) Appl. author: Josephine Walsh. © 1Sep62; KK170324.

Two spectaculars ready to bowl 'em over, Sego and the Nargus-post promotion. (In Nargus bulletin, Sept. 1962, p.53) Appl. author: Josephine Walsh. © 1Sep62; KK170655.

Weight watcher's bonus. Sego liquid diet food. (In Better homes & gardens, Oct. 1962, p.108) Appl. author: Josephine Walsh. © 10Oct62; KK170676.

What other 900-calorie diet foods lack. Sego liquid diet food. (In Better homes and gardens, Sept. 1962, p.88) Appl. author: Josephine Walsh. © 1Sep62; KK170600.

You never lost it so good. Sego liquid diet food. (In Sunset, Sept. 1962, p.112) Appl. author: Josephine Walsh. © 1Sep62; KK170332.

PETROCELLI CLOTHES, INC. ©

Newspaper mat service, 1962-1963. Appl. author: Will Kaplan Advertising. © 3Aug62; KK168426.

PHARMACRAFT LABORATORIES. ©

Don't just stand there in your athlete's foot. Ting antiseptic medicated cream. (In Look, Sept. 27, 1960, p.12) © 27Sep60; KK170565.

PHILLIPINE CIGAR CO. ©

Bela King. Five handmade Phillipine cigars. © 2Nov62; KK169584.

PHYSICIANS & HOSPITALS SUPPLY CO. SEE ULMER PHARMACAL CO.

PIATTI, --.

Vidaylin-M. SEE ABBOTT LABORATORIES.

PICA PRODUCTIONS. ©

Martin Luther King at Zion Hill. (DTL 831) Appl. author: Dootsie Williams. © 9Aug62; KK168580.

PIEL BROS. ©

BBB & H. (In Daily news, New York, Sept. 11, 1962, p.6) Appl. author: Young & Rubicam, Inc. © 11Sep62; KK170233.

Bert & Harry win, to return to radio-TV. (In Daily news, New York, Oct. 23, 1962, p.58) Appl. author: Young & Rubicam, Inc. © 23Oct62; KK170239.

Bring back Bert & Harry. (In Daily news, New York, Sept. 13, 1962, p.10) Appl. author: Young & Rubicam, Inc. © 13Sep62; KK170234.

Bring back Bert & Harry Piel. Appl. author: Young & Rubicam, Inc. © 12Sep62; KK170241.

Friends, thank you so much for your letters and votes. (In New York journal-American, Oct. 29, 1962, p.4) Appl. author: Young & Rubicam, Inc. © 29Oct62; KK170242.

Get acquainted offer for a limited time only on 6-packs of 12 oz. no-deposit bottles. Piel's beer. (In Newark evening news, Apr. 26, 1962, p.21) Appl. author: Young & Rubicam, Inc. © 26Apr62; KK168157.

Get this much on the house when you buy this 16-oz bottle. The beer between the dotted lines is actually free. (In Cortland standard, Mar. 15, 1962, p.5) Appl. author: Young & Rubicam, Inc. © 15Mar62; KK167067.

Headquarters citizens' committee to bring back Bert and Harry Piel. Appl. author: Young & Rubicam, Inc. © 12Sep62; KK170274.

Piels says no to Bert & Harry. (In Daily news, New York, Sept. 14, 1962, p.20) Appl. author: Young & Rubicam, Inc. © 14Sep62; KK170235.

Second great debate this week, Bert & Harry Piel vs. E. Gordon Gibbs. (In Daily news, New York, Oct. 9, 1962, p.66) Appl. author: Young & Rubicam, Inc. © 9Oct62; KK170237.

Special get acquainted offer. 6 for \$1.00. For a limited time only. Piels beer. (In Southbridge evening news, June 7, 1962, p.3) Appl. author: Young & Rubicam, Inc. © 7Jun62; KK168156.

Special low get acquainted price, for a limited time only on 6-packs of 12 oz. no-deposit bottles. (In The Saratogian, Feb. 14, 1962, p.2) Appl. author: Young & Rubicam, Inc. © 14Feb62; KK167068.

Stick with E. Gordon Gibbs. Appl. author: Young & Rubicam, Inc. © 12Sep62; KK170240.

3rd & final great debate this week, Bert & Harry Piel vs. E. Gordon Gibbs. (In Daily news, New York, Oct. 16, 1962, p.50) Appl. author: Young & Rubicam, Inc. © 16Oct62; KK170238.

Vote for the best in brew and TV, too; bring back Bert and Harry. Appl. author: Young & Rubicam, Inc. © 12Sep62; KK170232.

Vote for the best in brew and TV, too. Bring back Bert and Harry Piel. Appl. author: Young & Rubicam, Inc. © 12Sep62; KK170275.

Vote here; Bert and Harry Piel vs. Gordon Gibbs. Appl. author: Young & Rubicam, Inc. © 12Sep62; KK170273.

Where are they now? Bert and Harry Piel. (In Daily news, New York, Sept. 18, 1962, p.31) Appl. author: Young & Rubicam, Inc. © 18Sep62; KK170236.

Whose wife got the last 6-pack of Piels at the special get acquainted price? (In The Record, Hackensack, N. J., Apr. 19, 1962, p.39) Appl. author: Young & Rubicam, Inc. © 19Apr62; KK167065.

Whose wife got the last 6-pack of Piels at the special get acquainted price? No wonder he's all smiles. (In New York mirror, Apr. 19, 1962, p.8) Appl. author: Young & Rubicam, Inc. © 19Apr62; KK167066.

PILLSBURY CO. ©

Creamy frosting mix, caramel. 12 1/2 oz. net wt. Appl. states prev. reg. KK160050. NM: new art work. © 1Jun62; KK168818.

Creamy frosting mix, fudge. 12 1/2 oz. net wt. Appl. states prev. reg. KK160051. NM: new art work. © 1Jun62; KK168817.

Creamy frosting mix, milk chocolate. 12 1/2 oz. net wt. Appl. states prev. reg. KK160048. NM: new art work. © 2Jul62; KK169318.

Creamy frosting mix, vanilla. 13 1/2 oz. net wt. Appl. states prev. reg. KK160903. NM: new art work. © 1Jun62; KK168820.

Deluxe coconut cookies. Net wt. 14 ozs. Appl. states prev. reg. KK143050. NM: revisions. © 30Apr62; KK168382.

Flaky pie crust mix. 9 1/2 oz. net wt. Appl. states prev. reg. KK156487. NM: new art work & revisions. © 31Aug62; KK168815.

Flaky pie crust sticks. 9 1/4 oz. net wt. Appl. states prev. reg. KK154830. NM: new art work & revisions. © 31Aug62; KK168816.

Fluffy frosting mix, white. 6 1/4 oz. net wt. Appl. states prev. reg. KK160052. NM: new art work. © 1Jun62; KK168819.

Fudge brownie mix with real chocolate. 15 1/2 oz. net wt. Appl. states prev. reg. KK119813. NM: new art work & revisions. © 20Jun62; KK169315.

Fudge brownie mix with walnuts and real chocolate. 1 lb. 1 1/4 oz. net wt. © 20Jun62; KK169316.

Moist banana cake mix. 10 1/2 oz. net. wt. Appl. states prev. reg. KK160902. NM: new art work & revisions. © 1Jun62; KK168813.

Moist chocolate fudge cake mix. 1 lb. 3 oz. net. wt. Appl. states prev. reg. KK156492. NM: new art work & revisions. © 1Jun62; KK168814.

Moist double Dutch devil's food cake mix. 1 lb. 3 oz. net wt. Appl. states prev. reg. KK156488. NM: new art work & revisions. © 1Jun62; KK168810.

Moist golden yellow cake mix. 1 lb. 3 1/2 oz. net. wt. Appl. states prev. reg. KK156493. NM: new art work & revisions. © 1Jun62; KK168812.

Moist old-fashioned spice cake mix. 1 lb. 3 1/2 oz. net wt. Appl. states prev. reg. KK157244. NM: new art work & revisions. © 1Jun62; KK168809.

Moist pineapple cake mix. 1 lb. 3 1/2 oz. net wt. Appl. states prev. reg. KK157245. NM: new art work & revisions. © 1Jun62; KK168808.

Moist white cake mix. 1 lb. 4 oz. net. wt. Appl. states prev. reg. KK157242. NM: new art work & revisions. © 1Jun62; KK168811.

Old family recipe blueberry coffee cake mix. 1 lb. net wt. © 17Sep62; KK169317.

PILLSBURY CO. TIDY HOUSE PRODUCTS DIVISION. SEE Tidy House Products.

PILOT MANUFACTURING CO., INC. ©

Pilot drip-o-matic scale-off for evaporative cooler. Appl. author: Martin Schwartz. © 10Jan62; KK167378.

PINWHEEL PRODUCTS CO. ©

King pin of the pin wheel field. Appl. author: Bernard Zeifman. © 22Mar62; KK167289.

PIOLET BUTTON & NOVELTY CORP. ©

The house of the original Piolet kits of replacement buttons. Appl. author: William W. Falk. © 15Oct62; KK169633.

New for 1963 from Piolet to you, suit, rain coat & top coat buttons. Appl. author: William W. Falk. © 15Oct62; KK169634.

PIPERIDES, MICHAEL.

Womens hygiene hook. © Michael Piperides and Elva V. Szostek; 18Jul62; KK167631.

PITTSBURGH PLATE GLASS CO. ©

Design of the month. Apr. 1962. © 3Aug62; KK168136. May 1962. © 22Aug62; KK168325. June 1962. © 29Aug62; KK168476. July 1962. © 14Sep62; KK169060. Aug. 1962. © 16Oct62; KK169319. Sept. 1962. © 6Dec62; KK170455.

PLACE HOMES, INC. ©

Presenting the crisp custom look of the new American classics. (In Practical builder, Nov. 1962, p.33-34) Appl. author: Applegate Advertising Agency, Inc. © 1Nov62; KK170681.

PLAN SALES CO. ©

More for your money sale. © 1Aug62; KK169542. A silver gift for you, it's free. © 1Aug62; KK169541.

PLASTI-PERSONALITIES.

Plasti-Personalities make every holiday decoration an award winner. Angel girl, no.9262. Appl. author: William E. Doran. © Verna H. Doran d.b.a. Plasti-Personalities; 1Nov61; KK168622.

PLATT & MUNK CO., INC. ©

Animal friends. 161A:0100. 4 die-cut puzzles. Appl. author: David B. Dreiman. © 18Apr62; KK169604.

The barnyard zoo. 161C:0100. 4 die-cut puzzles. Appl. author: David B. Dreiman. © 18Apr62; KK169603.

Costume dolls to cut out and dress: belles of the Civil War years. 226A:0100. Appl. author: David B. Dreiman. © 14May62; KK169293.

Historical dolls to cut out and dress. 226B:0100. Appl. author: David B. Dreiman. © 14May62; KK169292.

I can draw, complete with sketch pads, pencils, artist's all-purpose ruler and guide and 6 easy instruction books. 275:0200. Appl. author: David B. Dreiman. © 11Jun62; KK169447.

Kiri gami, the creative art of paper cutting. 185:0250. Appl. author: David B. Dreiman. © 11Jun62; KK169294.

On the farm. 161B:0100. 4 die-cut puzzles. Appl. author: David B. Dreiman. © 18Apr62; KK169602.

PLEASANT VALLEY WINE CO.

Great Western New York State cooking sherry. © Pleasant Valley Wine Co., trade name of the Taylor Wine Co., Inc.; 23Aug62; KK168949.

Great Western, New York State sauterne. © Pleasant Valley Wine Co. trade name of Taylor Wine Co., Inc.; 23Aug62; KK169052.

Great Western, triple dry vermouth. © Pleasant Valley Wine Co. trade name of Taylor Wine Co., Inc.; 23Aug62; KK169050.

Great Western, Vienna 1873 first prize, special reserve, New York State champagne. Contents 4/5 quart. © Pleasant Valley Wine Co. trade name of Taylor Wine Co., Inc.; 23Aug62; KK169051.

POMEROY, FLORENCE M. ©

My Gal Friday Office Service. (In State journal, Nov. 5, 1962, p.C-5) © 5Nov62; KK169667.

POMONA TILE MANUFACTURING CO. ©

Coming, a bold, daring new concept in ceramic tile. Signature tile by George Nelson. (In Tile & architectural ceramics, June 1962, p.2 of cover) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 4Jun62; KK167660.

The drama of texture. (In Building design, Oct. 1962, p.9) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 10Oct62; KK169345.

Enter a new dimension of beauty. (In Progressive architecture, Oct. 1962, p.37) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 27Sep62; KK170660.

POMONA TILE MANUFACTURING CO.-Con.

A heritage of beauty renewed. (In Sunset, Aug. 1962, p.4 of cover) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 26Jul62; KK169211.

A new approach to consumer demands. (In Practical builder, Oct. 1962, p.45) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 25Sep62; KK169347.

Reflections, now, Pomona has captured in ever-durable ceramic tile the warmth and beauty of texture and color. (In Tile & architectural ceramics, July 1962, p.2 of cover) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 2Jul62; KK167659.

Signature tile is for the builder who wants a durable, practical wall covering. (In Building news, Oct. 11, 1962, p.8) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 11Oct62; KK169346.

POND (A. H.) CO., INC. ©

Choosing your diamond rings. Keep-sake. NM: additions & revision. Appl. author: Conklin, Labs & Bebee, Inc. © 15Aug62; KK169054.

PORT HURON SULPHITE & PAPER CO. ©

Carbon paper calculator. © 24Aug62; KK169187.

PREFERRED BUSINESS SERVICE CORP. ©

Close-up of an angel in disguise. Temporary office worker. © 18Jun62; KK167754.

The methods are completely modern, but we at Preferred still hold to some old fashioned notions of service. © 31Aug62; KK169675.

Unseen accessories. Qualified office assistance. © 4Jun62; KK167755.

We don't hold out for this 1882 telephone. © 7Dec62; KK170572.

We think modern heating units do a better job than this black beauty. © 30Nov62; KK170574.

We wouldn't care to fly the Atlantic in the first plane to do it. © 14Dec62; KK170573.

We'd prefer not to travel far in this classic antique. © 15Oct62; KK169678.

We're not old-fashioned when it comes to liking antique typewriters. © 23Nov62; KK170571.

We're not so dated as to want to sponsor the foot treadle sewing machine. © 26Oct62; KK169677.

PRESSED STEEL TANK CO. ©

1,000,000 times. More than one million Hackney air receivers are serving American industry. (In Design news, June 27, 1962, p.86) © 27Jun62; KK167384.

PRIEST, PAULINE S. SEE PRIEST (POLLY) BUSINESS COLLEGE.

PRIEST (POLLY) BUSINESS COLLEGE.

Business career training ... Rapid way. © Pauline Priest d.b.a. Polly Priest Business College; 18Oct62; KK170180.

13 weeks, rapid-rite, instruction by automation. © Pauline S. Priest d.b.a. Polly Priest Business College; 5Sep62; KK169973.

PRIMROSE PUBLISHERS. ©

Instant mistletoe for kiss'n good fun. Contents: 2 avoird. oz. © 15May62; KK167439.

PRINCELL, JOSEPH W. SEE MINNESOTA STOPS CO.

PROCTER & GAMBLE CO.

American Family liquid detergent for dishes. Net contents 1 qt. liq. © Procter & Gamble a.a.d.o. Procter & Gamble Co.; 29May62; KK167104.

The cavities these young people didn't have should change your mind about toothpaste. Crest. (In Seattle times, June 13, 1962, p.25) Appl. author: Benton & Bowles, Inc. © 13Jun62; KK168534.

Crisco oil for salads, frying, baking. Net contents 1 gallon liquid. © Procter & Gamble a.a.d.o. Procter & Gamble Co.; 6Aug62; KK168077.

Give Mr. Clean a first name. © 22Oct62; KK170051.

Give Mr. Clean a first name. (In Better homes & gardens, Nov. 1962, p.4 of cover) © 16Oct62; KK170451.

Give Mr. Clean a first name. (In Good housekeeping, Nov. 1962, p.40-41) © 18Oct62; KK170450.

Give Mr. Clean a first name contest. © 5Nov62; KK170053.

Green Camay, bath size. © 24Aug62; KK170465.

In tests like mine, there were 21 to 46% fewer cavities with Crest, says Babe Ruth Leaguer Jeff Drake of Bloomington, Indiana. (In Ebony, Nov. 1962, p.68) Appl. author: Benton & Bowles, Inc. © 16Oct62; KK169720.

Instead of a diaper, Pampers. No plastic pants needed. 9 small size for babies 6-11 pounds. © Procter & Gamble a.a.d.o. Procter & Gamble Co.; 1Dec61; KK167008.

My test group had 34% fewer cavities with Crest, says Wallace Choice. (In Ebony, Sept. 1962, p.22) Appl. author: Benton & Bowles, Inc. © 16Aug62; KK169565.

My test group had 21% fewer cavities with Crest, says Indiana University music major Tom Bridgewater. (In Ebony, July 1962, p.3) Appl. author: Benton & Bowles, Inc. © 19Jun62; KK168535.

New apron? No, new bleach. New Stardust heavy duty dry bleach out-whitens any liquid bleach. (In Sunday, The Indianapolis star magazine, July 1, 1962, p.3) Appl. author: Benton & Bowles, Inc. © 1Jul62; KK168539.

New robe? No, new bleach. Stardust. (In Sunday, The Indianapolis star magazine, June 10, 1962, p.3) Appl. author: Benton & Bowles, Inc. © 10Jun62; KK168538.

Off with diapers, on with Pampers. (In Peoria journal star, May 24, 1962, p.C-12) Appl. author: Benton & Bowles, Inc. © 24May62; KK168536.

Our test group had 21% fewer cavities with Crest, report toothpaste testers Richard and Ruth Norris of Bloomington, Indiana. (In Ebony, Aug. 1962, p.17) Appl. author: Benton & Bowles, Inc. © 17Jul62; KK169564.

Prediction: fewer cavities for families like yours who switch to Crest care. [Endorsed by Jimmy Clayton] (In The Seattle times, June 27, 1962, p.14) Appl. author: Benton & Bowles, Inc. © 27Jun62; KK169074.

Prep, the all around food preparer. Net contents 1 gallon, 1 quart. © 10Oct62; KK169438.

Salvo pre-measured detergent tablets, giant size. Net wt. 2 lbs., 14 ozs. © 2Jan61; KK170052.

This lucky baby never wore a diaper in his life, instead he wears new Pampers. (In Peoria star journal, Jan. 25, 1962, p.B2) Appl. author: Benton & Bowles, Inc. © 25Jan62; KK167701.

PRODUCERS TRANSPORT INC. ©

Authority directory, interstate, intrastate, March 1962. © 20Mar62; KK167002.

PROFESSIONAL DIVISION, LEHN & FINK PRODUCTS CORP. SEE LEHN & FINK PRODUCTS CORP. PROFESSIONAL DIVISION.

PRUITT, J. C. ©

Gold cup stretch crews by Burlington. © 26Nov61; KK170276.

PULLMAN GAMES, INC. SEE VEGAS KARDS, INC.

PUNCH-LOK CO. ©

Clampways, special October, November, December, 1962. (Bulletin no.80) © 10Oct62; KK169827.

PUREX CORP., LTD. ©

Does so much work with so little effort; new improved Dutch cleanser. (In Okinaw morning star, Apr. 5, 1962, p.6) © 5Apr62; KK167426.

Gold mine, new golden Sweetheart soap with lecithin looks like a real bonanza. (In Food trade news, July 25, 1962, p.8) © 25Jul62; KK169492.

New improved Dutch cleanser with instant chlorine bleach. Net weight: 14 oz. © 16Jun62; KK167105.

Sorry, we're all out of SweetHeart soap. (In Food topics, Aug. 1962, p.48) © 24Aug62; KK169682.

PURITY STORES, INC. ©

Hickory Ranch brand smoked beef loaf. 5 ounces net weight. © 11Jul62; KK169897.

Show cat food. Net wt. 15 oz. © 10Oct62; KK169898.

Show dog food. Net wt. 1 lb. © 10Oct62; KK169896.

PUROLATOR PRODUCTS, INC. ©

Dealers say Purolator's listen to the man; dealer support program gets results. (In Jobber topics, May 1962, p.265-269) Appl. author: J. Walter Thompson Co. © 10May62; KK167864.

You'll be a hero when you bring home the loot because Purolator means instant bonus, your box tops are worth money. (In Gasoline retailer, Aug. 1, 1962, p.15-17) Appl. author: J. Walter Thompson Co. © 1Aug62; KK167905.

Q

Q-TIPS, INC. ©

Now baby gets safety cushioned ends and a stick that bends. (In Congratulations, 3d issue 1962, p.10) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 1Jul62; KK168334.

Now baby gets safety cushioned ends and a stick that bends. (In My baby, May 1962, p.10) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 25Apr62; KK167564.

Now baby gets safety cushioned ends and a stick that bends; Q-Tips cotton swabs safe all over. [Baby leaning on Q-Tip] (In Mothers-to-be & infant care, winter 1962, p.14) Appl. author: L. C. Gumbinner Advertising Agency. © 6Nov62; KK170025.

Now baby gets safety cushioned ends and a stick that bends; Q-Tips cotton swabs safe all over. [Baby swinging on Q-Tip] (In My baby, Nov. 1962, p.10) Appl. author: L. C. Gumbinner Advertising Agency. © 25Oct62; KK170026.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Compare, no holes means perfect sandwiches. Only Sunbeam is Batter Whipped. (In Times-Picayune, New Orleans, Feb. 1, 1961) © 1Feb61; KK167511.

Country Kitchen bread is this tender, even the crust is Batter Whipped. (In Bangor daily news, May 28, 1962, p.3) © 28May62; KK168458.

Draw, reach pardner for this husky new loaf for hearty appetites. Sunbeam ranch style bread. (In Press, Binghampton, N. Y., Dec. 20, 1961) © 20Dec61; KK167508.

Here's why new Sunbeam bread guarantees a bonus of extra good health for your child's vital growing years. (Sunbeam bread consumer folder) © 30Aug62; KK167513.

How do you buy bread, guesswork or guarantee? ... Only Sunlite is batter whipped to guarantee perfect texture. (In Salinas Californian, Oct. 16, 1962, p.2) © 16Oct62; KK170326.

Look ma, no holes; Batter Whipped Sunbeam. Miss Sunbeam. (In Times-Picayune, New Orleans, La., May 2, 1961) © 2May61; KK167509.

Miss Sunbeam, symbol of America's finest quality bread, rolls, and cakes. (In Parent's magazine, May 1, 1962, p.92) © 1May62; KK169764.

New miracle wrapper protects Batter Whipped Sunbeam. (In Times-Picayune, New Orleans, Nov. 7, 1961) © 7Nov61; KK167510.

No holes; Sunbeam, batter whipped. (Giant loaf) © 1Apr62; KK170206.

Wanted hearty appetites for this husky new loaf. Sunbeam ranch style bread. (In Press, Binghampton, N. Y., Dec. 11, 1961) © 11Dec61; KK167507.

Why buy ordinary bread? Only Country Kitchen is Batter Whipped. (In Bangor daily news, May 24, 1962, p.11) © 24May62; KK168459.

Why we predict most bakers will try to imitate Batter Whipped Sunbeam. (In Lowell sun, Dec. 14, 1961, p.13) © 14Dec61; KK167512.

QUALITY CHEKD DAIRY PRODUCTS ASSN. © Yuengling's Quality Chekd butterscotch sundaes, special flavor ice cream. 1/2 gal. liquid. Appl. author: MacFarland-Aveyard & Co. © 1Sep62; KK168655.

QUALITY COSMETICS CORP. © Dryfast, the prize winning hair styling lotion offers you twin floral comb-out capes. (In American hairdresser, June 1960, p.61) © 1Jun60; KK167037.

For 1961, an innovation, Dryfast nylon hair cutting cloth to fit every neck size with new adjustable Ziplok. (In American hairdresser, July 1961, p.17) © 1Jul61; KK167360.

QUALITY PARK BOX CO. © Fairmont ice cream sandwich, 6 pack. Net contents 18 fl. oz. © 1Mar62; KK169307. Happy Time cones, 4 crunchy nut and chocolate top. Net contents 12 fl. ozs. © 1Mar62; KK169306.

R

R. B. O. A. SEE ROCCA BELLA OLIVE ASSN.

R. P. CO. SEE ROEGELEIN PROVISION CO.

RACE-O-MATIC CO. © General instructions for the Race-O-Matic calculator. Appl. author: Herman E. Nicols, Jr. © 2May62; KK170466.

RAMIREZ & FERAUD CHILI CO., INC. © Las Palmas brand enchilada sauce; vegetarian. Net wt. 10 ozs. © 8Oct62; KK169582.

RANDALL (A. L.) CO. © Glamorous gifts of candlelight and flowers, festive ideas for any occasion. Appl. author: Jack B. Kaufman. © 24Aug62; KK169143.

RANDOM HOUSE, INC. © Babar and his friends see-saw game. For ages 4 to 10. 4102. By Milton Bradley Co. © 16Dec60; KK168446.

Babar and his friends see-saw game. 4102-X. Gameboard. Appl. author: Milton Bradley Co. © 16Dec60; KK168445.

RAYDONN DESIGNS. © Calendae '63. Appl. author: Donn Pierce and Raymond O'Neill. © 15May62; KK167639.

RED HEART DIVISION, JOHN MORRELL & CO. SEE MORRELL (JOHN) & CO. RED HEART DIVISION.

REGAL KNITWEAR CO., INC. © I'm not really a prince. [Boy in swim trunks] (In The New York times Sunday magazine section, May 20, 1962, p.38) © 20May62; KK168057.

I'm not really a princess. Girl in blue, green & white flowered swimsuit. (In The New York times Sunday magazine section, May 27, 1962, p.18) © 27May62; KK168056.

I'm not really a princess. Girl in blue hooded sweater. (In The New York times magazine, Aug. 12, 1962, p.64) © 12Aug62; KK169888.

I'm not really a princess. Girl in crew neck sweater. (In The New York times magazine, Aug. 26, 1962, p.20) © 26Aug62; KK169887.

I'm not really a princess. Girl in red & gold flowered swimsuit. (In Harper's bazaar, May 1962, p.88) © 25Apr62; KK168060.

I'm not really a princess. [Girl in striped swimsuit] (In The New York times Sunday magazine section, May 13, 1962, p.40) © 13May62; KK168058.

I'm not really a princess. [Girl in swimsuit with buttons down front] (In Vogue, May 1962, p.26) © 25Apr62; KK168061.

I'm not really a princess. [Little girl in flowered swimsuit] (In The New York times Sunday magazine section, May 6, 1962, p.38) © 6May62; KK168059.

REINER INDUSTRIES, INC. KAYNAR CO. SEE KAYNAR CO.

RELAX-A-CIZOR, INC. © Now you can almost sculpture your waist and hips. (In Good house-keeping, Sept. 1960, p.151) © 1Sep60; KK169545.

RELSKY (L.) & CIE. © Gimlet? RRRRRRelska vodka. (In Valdosta times, Sept. 27, 1962, p.14) Appl. author: Benton & Bowles, Inc. © 27Sep62; KK169714.

Martini? RRRRRRelska vodka. (In San Francisco examiner, Sept. 13, 1962, p.11) Appl. author: Benton & Bowles, Inc. © 13Sep62; KK169560.

Martini? RRRRRRelska vodka. (In The World, Aberdeen, Wash., Sept. 11, 1962, p.4) Appl. author: Benton & Bowles, Inc. © 11Sep62; KK169712.

On the rocks? RRRRRRelska vodka. (In Valdosta times, Sept. 21, 1962, p.8) Appl. author: Benton & Bowles, Inc. © 21Sep62; KK169715.

Screwdriver? RRRRRRelska vodka. (In The World, Aberdeen, Wash., Sept. 18, 1962, p.6) Appl. author: Benton & Bowles, Inc. © 18Sep62; KK169713.

REMCO INDUSTRIES, INC. © Bazooka rocket gun. © 2Apr62; KK169199.

RENAULD OF FRANCE.

Beauty on the beach. Scented suntan & body lotion. 1 fl. oz. net. © Renauld of France, a division of Botany Industries, Inc.; 26Apr62; KK167231.

New sunning secret from Renauld of France, a luxury lotion that makes suntanning a beauty treatment, Beauty on the Beach. (In Glamour, July 1962, p.122) © Renauld of France, div. of Botany Industries, Inc.; 22Jun62; KK170490.

REPUBLIC MOLDING CORP. © Complete your decanter line today with Republic's new pitcher decanter. More ... from Republic's Polly-Flex. Appl. author: Richard C. Klebbe. © 17Sep62; KK169140.

The lid is off the most exciting news in housewares history. Appl. author: Roche, Rickerd, Henri, Hurst, Inc. © 15Nov62; KK170597.

The original polyethylene housewares are still the best you can buy. Polly Flex. Appl. author: Saltzman Printers. © 17Sep62; KK168951.

Special fall promotion; more ... from Republic's Polly-Flex. [Sink items] Appl. author: Richard C. Klebbe. © 17Sep62; KK169141.

REQUA, REGINALD C. Spying Saucer. SEE BETTS, WILLIAM M.

RESEARCH PRODUCTS CORP. © Biggest deal in air filters. E Z Kleen washable Trim-To-Size filter. © 28Feb62; KK167252.

Enjoy the swing to spring, all winter long; RP Aprilaire automatic humidifiers. © 2Jul62; KK168037.

For continued comfort. Aprilaire automatic humidifiers. © 2Jul62; KK167250.

Going in circles about air filter sizes? E Z Kleen aluminum, washable filters. © 13Mar62; KK167251.

How many furnace filters will you buy in the next 5 years? RP E Z Kleen the air filter you wash and re-use. © 2Jul62; KK167248.

Makes any air filter work better. Super filter coat air filter adhesive. © 2Jul62; KK167249.

New 8 oz. Pressure Koter now available. Super Filter Coat air filter adhesive. © 22Feb62; KK167253.

RESLABS, INC. © Aqua ammonia. 20° Be. Appl. author: Norbert Surdyk. © 15Jun62; KK167681.

RESTONIC CORP. © Introductory sale. The new Restonic Flexoform mattress ... featuring scientific 9-layer posture center construction. (In House beautiful, Aug. 1962, p.45) Appl. author: Bozell & Jacobs Inc. © 19Jul62; KK167925.

REVENEWER, INC. © The Revenewer, your expense accountant and collector of receipts. © 23Sep62; KK169381.

REVLON, INC. © After 25, more and more the skin that needs moisture most can hold it least. Moon Drops. (In Harper's bazaar, Apr. 1960, p.17) © 29Mar60; KK167015.

Aquamarine, the classic of all floral fragrances. (In Glamour, July 1960, p.2 of cover) © 22Jun60; KK168501.

REVLON, INC.-Con.

Cleo prospered, you can, too, with Revlon's new Sphinx pink. (In American hairdresser, Apr. 1962, p.10-11) Appl. author: Norman, Craig & Kummel, Inc. © 25Mar62; KK168435.

Cleo starts a chain reaction. (In Chain store age, Apr. 1962, p.24-25) Appl. author: Norman, Craig & Kummel, Inc. © 3Apr62; KK168415.

Colors avant garde, the 9 potent pales that put profits into orbit. Try an avant garde manicure. (In American hairdresser, Aug. 1962, p.18-19) Appl. author: Norman, Craig & Kummel, Inc. © 22Jul62; KK168838.

Dear Revlon, I have two problems: my hair and my mother. Persuade. (In Seventeen, July 1962, p.17) Appl. author: Warwick & Legler, Inc. © 1Jul62; KK168261.

Dedicated ... to the exciting woman who spends a lifetime living up to her potential ... we present the Ultima make-up collection. Gossamer tints. (In Harper's bazaar, Apr. 1960, p.19-22) © 29Mar60; KK167014.

Don't just take the shine off, pat on a whole new face in seconds. Love-Pat. (In Seventeen, Apr. 1962, p.21) © 1Apr62; KK167897.

Finally a deodorant that really works because it does the job medically. Hi and Dri. (In Glamour, May 1962, p.9) © 22Apr62; KK167900.

Found, the perfect casual, yet chic, make-up for summer. Love-Pat. [Girl; full view] (In New York journal American, July 15, 1962, p.27-L) © 14Jul62; KK168518.

Found, the perfect casual, yet chic, make-up for summer. Love-Pat. [Girl; head & shoulders] (In Daily News, New York, July 17, 1962, p.35) © 16Jul62; KK168519.

The House of Revlon manicure, a new training film. (In National beauty school journal, June 1962) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun62; KK167682.

If looks can kill, this one will; the new Cleopatra look as only Revlon does it. Sphinx pink. (In Vogue, Apr. 1962, p.18-19) Appl. author: Norman, Craig & Kummel. © 1Apr62; KK168833.

If you're too young to go grey, then don't. Color Up. (In McCall's, Apr. 1962, p.31) © 20Mar62; KK167012.

It doesn't show yet but he's losing his hair. Top Brass. (In Sports illustrated, June 11, 1962, p.2) © 7Jun62; KK167898.

It's revolutionary; new Princess 3-tiered rotating manicure tray. (In American hairdresser, Oct. 1962, p.18-19) Appl. author: Norman, Craig & Kummel, Inc. © 25Sep62; KK169476.

Keep profits up, inventory down, manicure exclusively with Revlon. (In American hairdresser, May 1962, p.22-23) Appl. author: Norman, Craig & Kummel, Inc. © 25Apr62; KK168433.

The make-up that put the matte look in today's fashion language. Contempera. (In The New Yorker, Oct. 13, 1962, p.28) Appl. author: Warwick & Legler, Inc. © 13Oct62; KK169380.

The moments he cannot forget are those intimate moments with you. (In Seventeen, Apr. 1962, p.13) © 1Apr62; KK167902.

A most extraordinary fragrance, now in a new spray mist. Intimate. (In Cosmopolitan, May 1962, p.2) © 25Apr62; KK167013.

New from Revlon, a medicated treatment make-up that visibly improves your skin. Natural Wonder. (In The New York times, Nov. 18, 1962, p.107) Appl. author: Warwick & Legler, Inc. © 18Nov62; KK170682.

New Revlon treatment for blemishes duplicates a doctor's skin care. Throwaway cleansing pads. Clear-away. (In Senior scholastic, Apr. 25, 1962, p.5) Appl. author: Warwick & Legler, Inc. © 25Apr62; KK167022.

News from Revlon. Super Lustrous II lipstick. (In Playbill, May 7, 1962, p.18-19) © 7May62; KK167895.

No burn, no creep, no kidding. Homogenized bleach. (In American hairdresser, Nov. 1960, p.10-11) © 1Nov60; KK168517.

Not a cliché in a carload; colors avant garde, 10 new potent pales for lips and nails. (In Vogue, June 1962, p.18-19) Appl. author: Norman, Craig & Kummel. © 1Jun62; KK168832.

Now released by Revlon, a gentle antibiotic deodorant. Hi and Dri deodorant. (In Life, May 14, 1960, p.56-57) © 14May60; KK167016.

Now released by Revlon, a gentle antibiotic deodorant so effective you could apply it only 3 times a week. (In Life, May 16, 1960, p.56-57) NM: revisions. © 11May60; KK167390.

Restless? Bored? Daring? Every woman will want to try an avant garde manicure. (In American hairdresser, June 1962, p.18-19) Appl. author: Norman, Craig & Kummel, Inc. © 25May62; KK168432.

Revlon creates Color Up, the first cream tinting rinse. (In American hairdresser, Nov. 1960, p.20-21) © 1Nov60; KK168520.

Revlon makes the make-up news of the year. Natural Wonder, new medicated treatment make-up. (In Vogue, Nov. 1, 1962, p.26-27) Appl. author: Warwick & Legler, Inc. © 1Nov62; KK170599.

Revlon says: this fall, eyes are all. Eye Velvet, fluid matte eye shadow. (In Vogue, Sept. 1, 1962, p.27) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep62; KK168840.

Summer make-up was always a problem until I discovered the matte look of Contempera. (In New Yorker, Aug. 4, 1962, p.3) Appl. author: Warwick & Legler, Inc. © 4Aug62; KK168134.

This is the liquid make-up that mists your skin with ... a moist-and-misty climate all its own. Touch & Glow. (In Vogue, Sept. 1, 1962, p.89) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep62; KK168841.

Top Brass medicated hair dressing, now in 3 custom formulas. (In Chicago tribune all-star football program, Aug. 3, 1962, p.3 of cover) © 3Aug62; KK169273.

The weekend tan that lasts for weeks. Sun Bath. (In Mademoiselle, June 19, 1962, p.19) © 29May62; KK167899.

The whole world's in bloom with Aquamarine the classic of all floral fragrances. (In Glamour, June 1962, p.9) © 22May62; KK167901.

Women are actually seeing remarkable visible changes on their faces after using Eterna 27 by Revlon. (In New York journal-American, Mar. 18, 1962, p.46L) © 18Mar62; KK167896.

You can't pull the wool over her eyes. Avant garde lipsticks. (In American hairdresser, July 1962, p.18-19) Appl. author: Norman, Craig & Kummel, Inc. © 25Jun62; KK168434.

REVUE PRODUCTIONS, INC. © Wagon train game. Italy. (Key to fun and learning, 4020) Appl. author: Adriano Meregalli. © 1May62; KK170558.

REYNOLDS (R. J.) TOBACCO CO. © Camel every inch a man's smoke. [Endorsed by Ron Musson] (In The New York times, Aug. 30, 1962, p.13) © 30Aug62; KK168455.

REYNOLDS ORIGINALS. The legend of Ta Ni-Ka, deer man. © Walt Reynolds d.b.a. Reynolds Originals; 29Oct62; KK169710.

RICH & FAMOUS. Spinsults, 262,144 calculated curses. © Rich & Famous, partnership consisting of Tom Lownes & Tom Jackson; 16Nov62; KK170414.

RICHARDS. The Ambassadors; these original exclusively designed certificates are prepared specifically for you. No.401. © Richard A. Servatius d.b.a. Richards; 18Sep62; KK196527. The Diplomat award. No.301. © Richard A. Servatius d.b.a. Richards; 18Sep62; KK169525. The Presidential award. No.101. © Richard A. Servatius d.b.a. Richards; 18Sep62; KK169528. The Senator award. No.301. © Richard A. Servatius d.b.a. Richards; 18Sep62; KK169526.

RICHARDS MANUFACTURING CO. © Combination SMO hip prosthesis and Teflon acetabular cup. Appl. author: Harry T. Treace. © 6Sep62; KK168557.

Handy exercisers. Appl. author: Harry T. Treace. © 17Dec62; KK170609.

Richards screw orderly, stainless steel. No.277. Appl. author: Harry T. Treace. © 10Aug62; KK167953.

Teflon incus-stapes grip prosthesis; Teflon umbrella columnella. Appl. author: Harry T. Treace. © 11Oct62; KK169311.

Teflon piston as designed for Dr. John Shea. No.1255. © 30Jul62; KK167753.

RICHARDS MUSICAL INSTRUMENTS, INC. © Revolutionary new break-through in guitar design; Richards Adjustomagic guitars, custom adjust to the player. © 21Jun62; KK167318.

Silhouette clarinets, only clarinets with genuine Astryllium keys. © 21Jun62; KK167317.

RIEGEL PAPER CORP. © Good Humor vanilla strawberry ice cream. One-half gallon liquid. (Design no.2019) © 3May62; KK167474.

RIGER, ROBERT. Will he be two ways great like Allie Reynolds? SEE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. Will he leave them in his wake like Carleton Mitchell? SEE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. Will he mow 'em down like Don Carter? SEE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. Will he run with the ball like Crazy Legs Hirsch? SEE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. Will she streak down the slopes like Penny Pitou? SEE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

ILEY, FRANK.
Wunderkulte. SEE Hoffman Electronics Corp.

ILEY YIELDMASTER SEED CORP. ©
Hy-Su, sorghum-sudangrass hybrid.
Appl. author: Ray Joe Riley.
© 1Sep62; KK169652.

IO RANCHO ESTATES, INC. ©
Big city land sale; amazing land bargain at booming Albuquerque, N. M. at only a fraction of current prices. (In American Legion magazine, Mar. 1962, p.55) © 1Mar62; KK167206.

For sale at Albuquerque, N. M. land worth thousands of dollars at a fraction of market prices. (In Fur, fish, game, Mar. 1962, p.28) © 20Feb62; KK167204.

How to own a 1/2 acre estate in this \$12,000-an-acre neighborhood for only \$795. (In Tennessee farmer, Mar. 1962, p.89) © 1Mar62; KK167208.

A hunter's paradise in the big sky country available after 400 years, valuable acreage on old Spanish land grant. (In American rifleman, Mar. 1962, p.54) © 1Mar62; KK167203.

Never again need you swelter in the summer. (In St. Louis Globe democrat, Aug. 4-5, 1962, p.4H) © 4Aug62; KK168717.

Now you can own a full 1/2 acre estate at sunny Albuquerque, New Mexico for only a fraction of current land prices. (In Popular gardening, Mar. 1962, p.70) © 20Feb62; KK167207.

Spectacular land sale at Albuquerque, New Mexico, sunshine paradise of the booming Southwest. (In Elks magazine, Mar. 1962, p.7) © 25Feb62; KK167205.

RITZLER, GEORGE A. ©
Pla it is positively free and absolutely fair to all. Play Pla it. © 17Jul62; KK167616.

OBERTS DAIRY CO. ©
Complete carefree pouring with Roberts new bottle-top pour. © 17Sep62; KK169096.

OBIN HOOD ARCHERY CO. ©
Scarlet arrow edition catalog. © William H. Jackson t.a. Robin Hood Archery Co.; 24Aug62; KK169436.

OBINSON & SEIDL CO. ©
Executive copy 1962-63 deluxe prize book. © 14Apr62; KK167561.

IOCCA BELLA OLIVE ASSN. ©
Colossal ripe olives. Vignette of three olives. Net drained wt. 8 1/2 oz. avd. © 1Apr62; KK169629.

Extra large ripe olives. Vignette of 4 olives, spray. Net drained wt. 9 oz. avd. © 1Apr62; KK169531.

Hickory smoked flavor pitted ripe olives. Net drained wt. 7 1/2 oz. avoir. © 1Apr62; KK167657.

Large ripe olives. Vignette of 2 olives. Net drained wt. 4 1/2 oz. avd. © 1Apr62; KK169532.

Mammoth ripe olives. Vignette of 4 olives, cluster. Net drained wt. 9 oz. avd. © 1Apr62; KK169530.

Medium ripe olives. Vignette of six olives. Net drained wt. 9 oz. avd. © 1Apr62; KK169628.

Pitted giant ripe olives. Vignette of olives in dish. Net drained wt. 7 oz. avd. © 1Apr62; KK169533.

Select ripe olives. Vignette of 3 olives. Net drained wt. 4 1/2 oz. avd. © 1Apr62; KK169446.

ROCK OF AGES. ©
A message for the happily married. (In Better homes & gardens, Sept. 1960, p.18) © 20Aug60; KK168666.

True excellence is never attained by chance, it is never purchased by chance; always ... a genuine Rock of Ages family memorial. (In Ladies' home journal, Oct. 1962, p.11) © 18Sep62; KK168665.

ROCKWELL, REGINALD BRITTAIN. ©
The J. F. K. dartboard. © 4Sep62; KK168999.

ROCKY MOUNTAIN METAL PRODUCTS CO. ©
Announcing a new line of RM wrought prosthetics. Art: Gene Kramer. Copy: Steve Demarest. (In National Association of Dental Laboratories journal, May 1962, p.25) © 1May62; KK168253.

Rocky Mountain offers you opportunities in dentistry for children. Art: Gene Kramer. Copy: Steve Demarest. (In Journal of dentistry for children, First quarter, 1962, p.2 of cover) © 20Jan62; KK168254.

Save time and money with RM pre-fabrication. (In American journal of orthodontics, July 1962, p.24) Appl. author: Gene Kramer & Steve Demarest. © 15Jul62; KK168256.

Save time, serve more patients better, use modern multi-purpose RM equipment and electro-mechanical procedures. Art: Gene Kramer. Copy: Steve Demarest. (In American journal of orthodontics, June 1962, p.32-33) © 15Jun62; KK168255.

RODDENBERY FOOD PACKERS.
Peanut Patch brand green boiled peanuts. 15 ozs. © Roddenbery Food Packers, a.a.d.o. W. B. Roddenbery Co., Inc.; 27Mar62; KK167095.

ROEGELEIN PROVISION CO. ©
William Roegelien says, there's no substitute for patience when it comes to putting old time flavor in our bacon. (In San Antonio light, Oct. 30, 1962, p.19) Appl. author: Clay Stephenson Associates, Inc. © 30Oct62; KK170050.

ROEHR PRODUCTS CO., INC. ©
Monoject. Don't get stuck with anything else. © 27Apr62; KK167034.

ROMA WINE CO. ©
The new Roma impulse-buying Picture labels. California port. (In Pacific coast review, Jan. 1962, p.9) Appl. author: Nick Alexis. NM: additions. © 1Jan62 (in notice: 1962); KK168546.
Picture labels ring up record impulse sales. California sherry. (In Beverage media, metro ed., May 1962, p.91-92) Appl. author: Nick Alexis. NM: additions. © 1May62 (in notice: 1961); KK168545.

RONSON CORP. ©
Ronson invents the most windproof lighter ever, 2.95. Typhoon. (In True, Oct. 1962, p.127) Appl. author: Doyle Dane Bernbach, Inc. © 20Sep62; KK168656.

There are two reasons it's smart to have these table lighters around. Varafame. (In Bride & home, Winter, 1962, p.83) Appl. author: Doyle Dane Bernbach, Inc. © 11Oct62; KK169960.

Turn the flame up or down to light anything that smokes. Liteguard. (In Fortune, Dec. 1962, p.165) Appl. author: Doyle Dane Bernbach, Inc. © 27Nov62; KK170643.

ROSKAM CO. GLORYBLOOM GARDEN PRODUCTS.
SEE GLORYBLOOM GARDEN PRODUCTS.

ROSS GEAR AND TOOL CO, INC. ©
Right on the job - variable-ratio steering. (In Implement & tractor, May 14, 1960, p.123) © 13May60; KK167884.

ROSS OPERATING VALVE CO. ©
Air control technics. © 12Jun62; KK168383.

ROTHMAN, HARRY. ©
Boon for college budgets. All-wool British tweed ivy-style suits. (In New York times, Aug. 28, 1962, p.14) © 28Aug62; KK168588.

Cast your ballot for these election day savings. Fine worsted suits. (In The New York times, Nov. 6, 1962, p.30) © 6Nov62; KK169610.

A fabulous saving for the man who knows the finest. Hand-tailored English worsted suits. (In The New York times, Oct. 23, 1962, p.16) © 23Oct62; KK169451.

Famous make wash 'n wear suits. (In The New York times, Aug. 2, 1962, p.14) © 2Aug62; KK167835.

Hand-tailored, finest oriental cashmere overcoats. (In The New York times, Nov. 23, 1962, p.25) © 23Nov62; KK170029.

How a college tradition grew. 3-pc. imported worsted suits. (In The New York times, Aug. 24, 1962, p.10) Appl. author: Harry Rothman, Inc. © 24Aug62; KK168321.

How does Harry Rothman do it? Fashion-favored suits of imported sharkskin. (In The New York times, Dec. 5, 1962, p.14) © 5Dec62; KK170192.

How does Harry Rothman do it? Hand-tailored English worsted suits, \$79.50. (In New York times, Nov. 19, 1962, p.27) © 19Nov62; KK169791.

How does Harry Rothman do it? 100% pure vicuna outercoats. (In The New York times, Dec. 3, 1962, p.27) © 3Dec62; KK170187.

Important notice to quality minded men; today thru Saturday ... fall-winter suits. (In The New York times, Oct. 16, 1962, p.20) © 16Oct62; KK169270.

Now, discover why so many thousands of men exclaim how does Harry Rothman do it. Dacron and worsted suits. (In New York times, Aug. 3, 1962, p.9) Appl. author: Harry Rothman, Inc. © 3Aug62; KK168283.

Now discover why so many thousands of men exclaim how does Harry Rothman do it? Fall-winter coats, hand-needed of 100% pure vicuna. (In The New York times, July 30, 1962, p.7) © 30Jul62; KK167756.

Now discover why so many thousands of men exclaim how does Harry Rothman do it. Hand-tailored 100% pure Italian silk suits. (In New York times, July 23, 1962, p.12) © 23Jul62; KK167617.

Reading, Rothman, and rithmetic. 100% pure wool worsted and tweed ivy suits. (In New York times, Aug. 22, 1962, p.12) Appl. author: Harry Rothman, Inc. © 22Aug62; KK168178.

Save a fortune naturally. All-wool British tweed ivy-style suits. (In New York times, Sept. 11, 1962, p.23) © 11Sep62; KK168556.

They call us Collegetown, U.S.A. 100% all wool rugged tweed ivy sport jackets. (In New York times, Aug. 20, 1962, p.8) © 20Aug62; KK168090.

Today thru Saturday, discover Rothman's spectacular Columbus holiday savings. Hand-tailored overcoats. (In The New York times, Oct. 10, 1962, p.36) © 10Oct62; KK169162.

What age should a man be to enjoy these fabulous savings? Suit story for the Ivy man. (In The New York times, Sept. 4, 1962, p.29) © 4Sep62; KK169061.

ROYAL CASTLE SYSTEM, INC. ©
Royal Castle old fashioned birch beer.
1/2 gal. © 22Jun62; KK167106.

ROYAL CROWN COLA CO. ©
Brisk 'n' bracing, fresher tasting!
Endorsed by Gigi Carrier. (In
Life, Aug. 17, 1962, p.90-91)
Appl. author: D'Arcy Advertising
Co. © 17Aug62; KK169128.
Brisk 'n' bracing, fresher tasting!
Endorsed by Lynn Burke. (In Life,
June 22, 1962, p.71-72) Appl.
author: D'Arcy Advertising Co.
© 22Jun62; KK169124.
Fresher cola, fresher you! Endorsed
by Bob Parks. (In Life, May 11,
1962, p.14-15) Appl. author:
D'Arcy Advertising Co. © 11May62;
KK169127.
Refreshing change from the other
two! Endorsed by Art Linkletter.
(In Life, Apr. 27, 1962, p.81-82)
Appl. author: D'Arcy Advertising.
Co. © 27Apr62; KK169126.
You taste it, you feel it too!
Endorsed by Johnny Unitas. (In
Life, Sept. 28, 1962, p.18-19)
Appl. author: D'Arcy Advertising
Co. © 28Sep62; KK169125.

ROYCE, HELEN GARDNER. ©
Pioneer handcrafts. NM: additions.
© 12Sep61; KK170277.

RUBBERMAID, INC. ©
Brand new, best you can buy. Heat-
proof drainer tray. No.1154.
© 2Jul62; KK167481.
Brand new hang-up hideaway for soiled
laundry. Door 'n' wall hamper.
No.2897. © 6Jul62; KK167476.
Complete line of automotive acces-
sories, new for '63. Appl. author:
Robert W. Loos. © 20Aug62;
KK168848.
Concertina expandable Kar-Rug.
© 26Sep62; KK169963.
Concertina Kar-Rugs. Application
chart. Appl. author: Robert W.
Loos. © 27Aug62; KK168849.
Concertina rear floor Kar-Rug.
© 26Sep62; KK169834.
Coronado custom one piece auto mats.
No.1430. Appl. author: Robert W.
Loos. © 9Oct62; KK169612.
Cup 'n' plate rack stores cups and
plates in cushioned safety. No.6205.
© 29Jun62; KK167475.
End this familiar clutter with one
Rubbermaid container, holds 32
gallons. All-weather refuse con-
tainer. No.2881. © 5Jul62;
KK167482.
Family-size clothes hamper, the only
hamper with all these features.
No.2895. © 2Jul62; KK167480.
Family size salt & pepper set.
No.2866. © 15Nov62; KK169848.
From Rubbermaid's new pantryware
group, family-size bread box.
No.2406. © 6Jul62; KK167478.
From Rubbermaid's new pantryware
group, family-size canister set.
No.8895. © 6Jul62; KK167479.
From Rubbermaid's new pantryware group,
family-size cookie jar. No.2405.
© 6Jul62; KK167483.
Heatproof aluminum top; Rubbermaid
counter mat-cutting board.
No.1325. © 9Nov62; KK169847.
Heatproof aluminum top; Rubbermaid
stove 'n' counter mat. No.1323.
© 9Nov62; KK169852.
Kar-Tainer. No.2884. © 8Oct62;
KK169257.
Scratchless food turner. No.1910.
© 16Jul62; KK168072.
Silverware cup. No.2908. © 22Oct62;
KK169846.
Stay-dri soap dish. No.2206.
© 15Nov62; KK169850.

Stay-put sink stopper. No.2102.
© 15Nov62; KK169851.
Stop tracked-in dirt. Heavy deluxe
door mat. No.3413. © 13Jul62;
KK167484.
Stove 'n' counter mat. No.1321.
© 29Nov62; KK170704.
Table 'n' counter mats. No.1326.
© 29Nov62; KK170705.
Twist-pop ice cube tray. No.2865.
© 15Nov62; KK169849.
Wastebasket, unbreakable, rust-proof,
noiseless. No.2830. © 6Jul62;
KK167477.

RUBINSTEIN (HELENA) INC. ©
Acclaimed in France, now made in this
country, Helena Rubinstein's
amazing Herbessence Skin Life
cream. (In Vogue, Sept. 15, 1962,
p.118-119) © 15Sep62; KK169987.
Helena Rubinstein sets off fashion
fireworks with Fashion Stick, the
new lipstick and lip-liner in one,
now in 6 dazzling fall shades. (In
Glamour, Oct. 1962, p.61)
© 19Sep62; KK170327.
Helena Rubinstein's new Clear and
Lovely so glamorous in 7 high-
fashion shades, who would dream
it's medicated too? (In Seventeen,
Nov. 1962, p.80) © 30Oct62;
KK169672.
Now you can shampoo permanent color
into your hair. Tintillate perma-
nent color shampoo tint. (In The
Boston Sunday globe, Sept. 30, 1962,
p.B-7) © 30Sep62; KK170334.
Only Helena Rubinstein answers all 4
skin problems. Beauty washing
grains. (In Seventeen, Oct. 1962,
p.159) © 27Sep62; KK170294.
Win a wig, free; enter Helena Rubin-
stein's Flip your wig sweepstakes.
(In Seventeen, Sept. 1962, p.16-17)
© 28Aug62; KK168669.

RUBIO, PAUL. ©
Okie Gonzales' Christmas song: Sweet
kisses. Words and music by Paul
Rubio. © 10Nov61; KK167020.

RUDD-MELIKIAN, INC. ©
Brew-A-Cup, first coffee-vending
machine to win Coffee Brewing
Institute's golden cup award.
(In Vend, Nov. 1, 1962, p.7-10)
Appl. author: Harris D. McKinney,
Inc. © 1Nov62; KK170589.
Brew-A-Cup 333. Appl. author: Harris
D. McKinney, Inc. © 15Oct62;
KK169813.
Brew-A-Cup 754. Appl. author: Harris
D. McKinney, Inc. © 15Oct62;
KK169814.
Capture the profitable non-coffee-
drinker market with Old Mill hot
tea. (In Vend, Nov. 15, 1962,
p.16-17) Appl. author: Harris D.
McKinney, Inc. © 15Nov62;
KK170586.
Coffee Brewing Institute cites Brew-
A-Cup for coffee-brewing excellence.
(In Vend, Oct. 15, 1962, p.154)
Appl. author: Harris D. McKinney,
Inc. © 15Oct62; KK170590.
Concentrate. (In Vend, Oct. 15, 1962,
p.170) Appl. author: Harris D.
McKinney, Inc. © 15Oct62; KK170591.
Cooked on the spot. Kwik Kooker.
(In Vend, Aug. 1, 1962, p.7-10)
Appl. author: Harris D. McKinney,
Inc. © 1Aug62; KK168946.
Full-Line. Appl. author: Harris D.
McKinney, Inc. © 15Oct62;
KK169817.
Ice-A-Cup 100. Appl. author: Harris
D. McKinney, Inc. © 15Oct62;
KK169816.
Iced tea, favorite hot weather re-
fresher, adds pick up to summer
vending sales. (In Vend, May 1,
1962, p.13-14) Appl. author:
Harris D. McKinney, Inc. © 1May62;
KK167259.

Increase volume and profits with a
delicious variety of Old Mill
hot soup. (In Vend, Oct. 1, 1962,
p.42-43) Appl. author: Harris D.
McKinney, Inc. © 10Oct62; KK170587.
Kwik Kooker kk300. Appl. author:
Harris D. McKinney, Inc. © 15Oct62;
KK169815.
Look, all this from 2 machines. (In
Vend, Sept. 15, 1962, p.28-29)
Appl. author: Harris D. McKinney,
Inc. © 15Sep62; KK168948.
New Ice-a-Cup, the dependable answer
to ice-cold refreshment. (In
Vend, June 1, 1962, p.7-10) Appl.
author: Harris D. McKinney, Inc.
© 1Jun62; KK167258.
Old Mill ground coffee-on-tape.
Appl. author: Harris D. McKinney,
Inc. © 27Dec62; KK170701.
Old Mill ground coffee-on-tape,
consistently delicious, uniformly
profitable. (In Vend, Sept. 1,
1962, p.80-81) Appl. author:
Harris D. McKinney, Inc.
© 1Sep62; KK168947.
Old Mill soups, made from the real
thing. Appl. author: Harris D.
McKinney, Inc. © 27Dec62;
KK170699.
Old Mill whipped hot chocolate mix.
Appl. author: Harris D. McKinney,
Inc. © 27Dec62; KK170700.
1, 2, 3, 4, 5, 6, 7, 8, the 9th cup.
(In Vend, Dec. 15, 1962, p.72)
Appl. author: Harris D. McKinney,
Inc. © 15Dec62; KK170588.
Spark summer vending sales with Old
Mill iced tea. (In Vend, July 15,
1962, p.72-73) Appl. author:
Harris D. McKinney, Inc. © 10Jul62;
KK167383.

RUDDELL, JUNE. ©
June Rudell sings for the gourmet.
401. Appl. author: Video Records.
© 6Jun62; KK168485.

RUPPERT, JACOB. ©
Ruppert people have a thirst for
living; Ruppert makes it one big
happy family because one big happy
family makes the Ruppert. Knicker-
bocker beer. Bowling scene. (In
The Saturday evening post, Apr. 16,
1960, p.128) Appl. author: Norman,
Craig & Kummel, Inc. © 16Apr60;
KK168475.

RUSSELL, GUY.
For that special man: unique jewelry.
(In Promenade, July 1962, p.31)
© Guy Russell Ltd. whose a.a.d.
is Guy Russell; 1Jul62; KK168954.

RUST-OLEUM CORP. ©
Rust preventive, beautifies as it
protects. Contents: one U. S.
quart. Appl. author: Robert A.
Fergusson. © 7Mar61 (in notice:
1960); KK169782.
Stops Rust, rust preventive, beauti-
fies as it protects. A-400. Con-
tents: one U. S. quart. Appl. au-
thor: Robert A. Fergusson.
© 29Feb60; KK169453.
Stops Rust, rust preventive, beauti-
fies as it protects. A-1500.
Contents one U. S. quart. Appl.
author: Robert A. Fergusson.
© 25Feb60; KK169454.
Surfa-Etch etching solution. One
U. S. quart. Appl. author: Robert
A. Fergusson. © 26Jul62; KK169783.
Surfa-Etch 108 etching solution. One
U. S. gallon. Appl. author: Robert
A. Fergusson. © 26Jul62; KK169784.

S

S. A., INC. SEE SCANS ASSOCIATES, INC.
S.C. SEE SUNBEAM CORP.
S. L. C. SEE SCOLDING LOCKS CORP.

S. M. B. CO. SEE SALERNO-MEGOWEN BISCUIT CO.

S-P MANUFACTURING CORP. ©

This SP cylinder gives this simple linear motion. (In Automation magazine, June 1962, p.3 of cover) © 18Jun62; KK169837.

SAALFIELD PUB. CO. ©

Blend-O, a phoenetic word game for two or more players. 7551. 4 flocked playing boards with suede-backed playing pieces. © 6Jul62; KK168183.

The new adventures of Pinocchio, follow the dots and color the pictures. SEE VIDEOCRAFT, LTD.

Patchy Annie, the rockaway doll with chenille hair and roly eyes. 4 to 9 years. 6058:100. 2 patchy toys, 20 costume pieces. © 2Aug62; KK169142.

Santa's village flannel board. SEE SANTA'S VILLAGE.

Things to do with Shari Lewis and her puppets. SEE TARCHER PRODUCTIONS, INC.

You are a doll! 6160. © 25May62; KK168185.

SAFE-T-PACIFIC CO. ©

Try a chilli-cone. © 27Aug62; KK169196.

SAFETY TOWER LADDER DIVISION, AIR SPACE DEVICES, INC. SEE AIR SPACE DEVICES, INC. SAFETY TOWER LADDER DIVISION.

ST. REGIS PAPER CO. ©

This Christmas St. Regis invites you to be a guest at your own party. Metal tray pack. © 4Dec62; KK170711.

SAKRETE, INC. ©

Concrete mix. 90 lb. gravel mix concrete. Appl. author: Arthur C. Avril. © 15Apr62; KK168495.

Mortar mix. 80 lb. mortar mix. Appl. author: Arthur C. Avril. © 15Apr62; KK168494.

Newspaper ads. Appl. author: Arthur C. Avril. © 21Feb62; KK168627.

Sand mix. 80 lb. sand mix. Appl. author: Arthur C. Avril. © 15Apr62; KK168493.

SALERNO-MEGOWEN BISCUIT CO. ©

Chocolate mint creme patties. Net wt. 10 ozs. © 24Dec62; KK170702.

Salerno Christmas tree cookies. Net wt. 11 1/2 ozs. © 12Nov62; KK169679.

SALES PROMOTIONS, INC. ©

Father's Day, June 16, world's greatest dad. © 8Nov62; KK169811.

SALTON, INC. ©

This Salton Hotray might sell on beauty alone, it will always sell on quality and performance. (In The Gift and art buyer, Sept. 1962, p.68) © 6Sep62; KK168597.

SAN JOSE CHEMICALS, LTD. ©

D M paint. Decorators magic paints. 666 liquid plastic. © 29Jun62; KK167522.

SANDERSON FARMS, INC. ©

Miss Goldy frying chicken. Appl. author: Floyd Snoderly. © 9Aug61; KK168952.

SANTA'S VILLAGE. ©

Santa's village flannel board; easy on, easy off. 3 to 10 years. 6065:100. By Saalfeld. Authorized ed. © 27Sep62; KK169708.

SAPOLIN PAINTS, INC. ©

Celolite latex vinyl acrylic interior flat. Contents: 1 gallon (U. S.) Appl. author: Wilbert B. Hanft. © 15Aug62; KK168531.

SARNA (S. S.) INC. ©

Ladder to heaven, bells of Sarna. Appl. author: Sajjan S. Sarna. © 3Aug62; KK168621.

SARONG, INC. ©

1st time ever sale, Sarong criss-cross panty girdles and stretch-ever spandex bra. (Streamer S2) © 23Jun62; KK167608.

First time ever, sale Sarong panty girdles and spandex bra. No.SA62-A. © 23Jun62; KK167609.

First time ever, sale Sarong panty girdles and spandex bra. No.SA62-B. © 23Jun62; KK167610.

For the first time a bra that lasts and fits so much longer. (No.3P 600-B) © 8Sep62; KK168668.

For the first time, bras that last and fit so much longer. (No.3P 400/600-A) © 8Sep62; KK168967.

Free advice and consultation on the new Sarong criss-cross girdle and bra styles, with expert fitting. Visit with Miss Frances Roth. (No.FRS) © 24Aug62; KK168970.

Free advice and consultation on the new Sarong criss-cross girdle and bra with expert fitting. Visit with Miss Bea Villiard. (No.BVS) © 24Aug62; KK168971.

The girdle that lets you move yet keeps you smooth. © 8Sep62; KK168966.

Have you tried the towel test? (CC-TL1) © 8Sep62; KK168972.

Have you tried the towel test? (No.TL424-B) © 8Sep62; KK168969.

Have you tried the towel test? (STR-TL1) © 8Sep62; KK168965.

Sarong criss-cross bra. © 8Sep62; KK168964.

SCANS ASSOCIATES, INC. ©

ARP bench, specifications. (Bulletin 6224) Appl. author: V. G. Converse. © 13Nov62; KK169659.

Differential amplifier model 21204-1. Appl. author: V. G. Converse. © 29Oct62; KK169495.

Solvent dispensing stand, specifications. (Bulletin 6225) Appl. author: V. G. Converse. © 13Nov62; KK169656.

SCHENLEY DISTILLERS CO. ©

Ask for the new drink sensation, Monkey Wrench, made with Schenley vodka and Schweppes bitter lemon. Appl. author: Jerome Powell. © 18Jun62; KK167432.

Do you know that true smoothness in a quality whisky comes only with age? Try the only Canadian with three initials, then you'll know. Imported O.F.C. 8 & 12 years old. (In New York herald tribune, July 18, 1962, p.25) Appl. author: William C. Brennan. © 18Jul62; KK167998.

If you're not drinking imported O. F. C., you're not drinking the oldest, finest Canadian whisky. (In PGA championship annual, 1962 ed., July 19, 1962, p.231) Appl. author: William C. Brennan. © 19Jul62; KK168710.

New drink sensation, Monkey Wrench, made with Schenley vodka and Schweppes bitter lemon. Appl. author: Jerome Powell. © 18Jun62; KK167427.

Now taste the sunny morning flavor of older Schenley Mark 10 Ten. (In Pine Bluff commercial, June 22, 1962, p.11) Appl. author: William C. Brennan. © 22Jun62; KK167611.

Only those who give imported O.F.C. can say this on Father's Day: Dad, this is the oldest, finest Canadian in America. (In The Boston globe, June 8, 1962, p.20) Appl. author: William C. Brennan. © 8Jun62; KK167429.

Schenley Reserve, now available in popular 1/2 pint liqueur. (In New York Amsterdam news, June 2, 1962, p.29) Appl. author: William C. Brennan. © 2Jun62; KK168226.

Wake up your drinks with the sunny morning flavor of Schenley. Schenley Reserve. (In New York journal-American, July 23, 1962, p.30) Appl. author: William C. Brennan. © 23Jul62; KK169098.

We don't take Father's Day for granted. O. F. C. (In Connecticut Beverage journal blue book, June 1962, p.24) Appl. author: William C. McCarthy. © 1Jun62; KK168259.

SCHENLEY IMPORT CO. ©

Are you a creative dinner-wright? Cherry Heering. (In McCall's, Nov. 1962, p.211) Appl. author: Otto Kleppner. © 1Nov62; KK170314.

The difference between eating and dining is Cherry Heering. (In Vogue, Oct. 15, 1962, p.156) Appl. author: Otto Kleppner. © 15Oct62; KK169422.

Flair without fuss. Cherry Heering jubilee. (In Vogue, Nov. 15, 1962, p.175) Appl. author: Otto Kleppner. © 15Nov62; KK170118.

Flair without fuss; King Peter new cocktail idea, Cherry Heering. (In The Diplomat, Nov. 1962, p.15) Appl. author: Otto Kleppner. © 1Nov62; KK170419.

An imported prestige cognac priced to sell in volume. Otard special cognac. (In Beverage media, metropolitan ed., Sept. 1962, p.2 of cover) Appl. author: Doner-Harrison, Inc. © 1Sep62; KK170114.

In matters of good taste, trust White Label, Dewar's Scotch whisky. (In Jet, July 19, 1962, p.4 of cover) Appl. author: Otto Kleppner. © 19Jul62; KK170136.

In matters of good taste, trust White Label, Dewar's Scotch whisky. (In Jet, Aug. 16, 1962, p.4 of cover) Appl. author: Otto Kleppner. © 16Aug62; KK170138.

In matters of good taste, trust White Label, Dewar's smooth scotch whisky. (In Ebony, Sept. 1962, p.20) Appl. author: Otto Kleppner. © 1Sep62; KK169423.

In matters of good taste, trust White Label, Dewar's smooth Scotch whisky. (In Ebony, Oct. 1962, p.32) Appl. author: Otto Kleppner. © 1Oct62; KK170113.

It's the end, the end to a perfect dinner. Cherry Heering. (In Cue, Oct. 6, 1962, p.15) Appl. author: Otto Kleppner. © 6Oct62; KK169420.

Let smart, effective Schenley Import ads like this give your import sales a lift. White Label, Dewar's Scotch whisky. (In The Control state review, Oct. 1962, p.2 of cover) Appl. author: Otto Kleppner. © 1Oct62; KK170086.

Now, make room on your shelf for little Mac, the first 1/2 pint 86.8° Canadian liqueur. Imported Canadian MacNaughton. (In Beverage media, June 1962, p.131) © 1Jun62; KK167099.

White Label, Dewar's blended Scotch whisky; behind this label, quality that never varies. (In Package store management, Oct. 1962, p.4 of cover) Appl. author: Otto Kleppner. © 1Oct62; KK169903.

SCHENLEY IMPORT CO.-Con.

White Label Dewar's Scotch whisky. Traditional tartan of clan MacLeod. (In The Atlantic, June 1961, p.4 of cover) Appl. author: Otto Kleppner. © 1Jun61; KK169291.

SCHENLEY IMPORTS CO. ©

For great giving and gracious living, Cherry Heering liqueur. (In The New York times magazine, Nov. 18, 1962, p.110) Appl. author: Otto Kleppner. © 18Nov62; KK170408.

Gourmet's guide to Cherry Heering, the difference between eating and dining. (In The New Yorker, Nov. 24, 1962, p.39) Appl. author: Otto Kleppner. © 24Nov62; KK170316.

Imported MacNaughton Canadian whisky. (In Seattle post-intelligencer, Oct. 4, 1962, p.16) Appl. author: Otto Kleppner. © 4Oct62; KK170116.

Imported MacNaughton, the big Canadian whisky. (In Michigan beverage news, Oct. 1, 1962, p.3) Appl. author: Otto Kleppner. © 1Oct62; KK170416.

Imported Otard special cognac brandy, everything French but the price. (In The New Yorker, Nov. 10, 1962, p.199) Appl. author: Doner-Harrison, Inc. © 10Nov62; KK169914.

SCHICK, INC. ©

How much do you love your husband? Schick 1066. (In Vogue, Dec. 1961, p.29) Appl. author: Norman, Craig & Kummel, Inc. © 1Dec61; KK168270.

How to take it off like a lady. All new Crown Jewel. (In Sports illustrated, Dec. 11, 1961, p.2) Appl. author: Norman, Craig & Kummel, Inc. © 8Dec61; KK168834.

How to take it off like a lady. New Crown Jewel, the ladies electric shaver. (In Seventeen, Sept. 1962, p.55) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep62; KK168431.

Just hatched; four exciting new products from Schick. New, Schick Ballerina lady's shaver. (In Home furnishings daily, July 9, 1962, section 2, p.24-25) Appl. author: Norman, Craig & Kummel, Inc. © 9Jul62; KK169596.

Profits build-up with new home hair-drying speedup, new Schick Petite Salon hairdryer. (In Home furnishings daily, Sept. 6, 1962, p.25) Appl. author: Norman, Craig & Kummel, Inc. © 6Sep62; KK169597.

Schick Compact shaves close & clean as a blade yet costs you less than shaving with a blade. (In Playboy, Dec. 1961, p.67) Appl. author: Norman, Craig & Kummel, Inc. © 15Nov61; KK167683.

Two problems, two shavers, makes sense, so it makes sales. Get ready now for ... the new super speed electric shaver. (In Home furnishings daily, Aug. 30, 1962, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 30Aug62; KK169595.

World's only electric shaver with a head you can wash; all new Schick compact. (In Life, Dec. 15, 1961, p.14) Appl. author: Norman, Craig & Kummel, Inc. © 13Dec61; KK167444.

SCHIEFFELIN & CO. ©

Ask anyone who's been to Puerto Rico, they'll surely tell you ... Don Q, finest rum for you. (In Newsweek, Apr. 11, 1960, p.114) Appl. author: Donahue & Coe, Inc. © 11Apr60; KK168643.

Get the complete wine cellar in a bottle. Rosatello by Ruffino. (In Sports illustrated, Aug. 8, 1960, p.72) Appl. author: Donahue & Coe, Inc. © 8Aug60; KK169957.

Hennessy supremacy is created by the world's largest stocks of choice cognac brandies. (In Ebony, Oct. 1960, p.30) Appl. author: Donahue & Coe, Inc. © 17Sep60; KK170608.

In golf, experience is the great teacher, in Scotch, Teacher's is the great experience. (In Ebony, Sept. 1960, p.49) Appl. author: Donahue & Coe, Inc. © 17Aug60; KK169763.

The secret of Chartreuse; the only thing known about Chartreuse is that you'll like it. (In The New Yorker, Mar. 19, 1960, p.157) Appl. author: Donahue & Coe, Inc. © 19Mar60; KK168642.

SCHLITZ (JOSEPH) BREWING CO. ©

Easy-open aluminum softop, now, easiest opening can ever. © 25Oct62; KK170081.

The globe on our label is no accident. (In Post exchange and commissary, Sept. 1960, Overseas section, p.121) © 20Aug62 (in notice: 1960); KK169807.

I'm back on Schlitz. [Man envisioning faraway places] (In The Overseas weekly, July 29, 1962, p.10. Ger.) © 29Jul62; KK168725.

I'm back on Schlitz. [Two men seated at Paris sidewalk cafe] (In Army times, European ed., Aug. 1, 1962, p.6. Frankfurt) © 1Aug62; KK168726.

New Schlitz aluminum softop, world's easiest opening beer can. (In Supermarket news, Sept. 24, 1962, p.17) © 24Sep62; KK168995.

New 16 oz., only \$1.49 a 6 pak. © 17Aug62; KK168924.

Real gusto in a great light beer. © 4May62; KK167024.

Real gusto in a great light beer. (In Honolulu star-bulletin, Mar. 29, 1962, p.1A) © 29Mar62; KK169800.

Real gusto in a great light beer. Negro, red shirt. © 25Jun62; KK167710.

Servicemen everywhere enjoy Schlitz. Real gusto in a great light beer. (In Post exchange and commissary, Apr. 1962, p.111) © 1Apr62; KK167006.

Some day all beer cans will open this easy. (In Playboy, Dec. 1962, p.25) © 15Nov62; KK170202.

SCHLUMBOHM, PETER.

Newsletter, no.27. SEE CHEMEX CORP.

Newsletter, no.28. SEE CHEMEX CORP.

Propane thermobile. © 25Jul62; KK169193.

SCHMID (JULIUS) INC. ©

Gynecologic notes.

v.1, no.

2. © 20Aug62; KK168674.

The new Vagisec technique therapy starts in the office. © 15May62; KK168050.

The new Vagisec technique therapy starts in the office. Vagisec liquid. NM: "new textual matter." © 20Sep62; KK169154.

Now available, new Vagisec plus suppositories. © 16Jul62; KK168049.

Now available, new Vagisec plus suppositories. NM: "new textual matter." © 20Aug62; KK168673.

Now trichomonad explosion plus control of secondary invaders; broad antibacterial action ... with new Vagisec plus jelly. NM: "new textual matter." © 26Mar62; KK168047.

Ramses vaginal jelly; no side effects with this method. © 9Apr62; KK168051.

She prefers Immolin; she will prefer Immolin. © 14May62; KK168052.

She prefers Immolin vaginal cream-jel. © 23Apr62; KK168048.

When to have that next baby, a sensible, tested plan. Immolin vaginal cream-jel. © 1Jul62; KK168053.

SCHMIDT (A. E.) CO. ©

Billiard supplies. Fall & winter 1962-63. © 7Sep62; KK169114.

SCHOLL MANUFACTURING CO., INC. ©

Your feet deserve the best. Dr. Scholl's Foot Comfort shops. (In Chicago daily tribune, Aug. 27, 1962, pt.1, p.12) Appl. author: William M. Scholl. © 27Aug62; KK169057.

SCHWAB, PHILIP B. SEE MIRACLE SOIL PRODUCTS, INC.

SCIENTIFIC AMERICAN, INC. ©

Scientific American prospectus, an entire issue of this magazine on the subject of the Antarctic, Sept. 1962. © 24May62; KK167005.

SCOLDING LOCKS CORP. ©

Now it's yours, the glamour pin that builds prestige for your name, your shop, plus profits for you. Salon set. (In Modern beauty shop, Oct. 1960, p.23) © 25Sep60; KK168590.

SCOTT (O. M.) & SONS CO.

Dandelions vanish, grass grows greener ... with just one application of Bonus by Scott's. (In Life, May 23, 1960, p.71) © O. M. Scott & Sons Co. (in notice: O. M. Scott & Sons); 18May60; KK167275.

How more than 850,000 lawn owners have licked their crabgrass problems with Halts. (In Life, Feb. 3, 1961, p.105) © 31Jan61; KK169349.

7 common mistakes in seeding and how to avoid them. (In Better homes and gardens, Sept. 1960, p.5) © 18Aug60; KK168942.

SCOTTISH MAJESTY IMPORTS CO. ©

Scottish Majesty; king of Scotch whisky. (In New York Journal American, Oct. 17, 1962, p.3) Appl. author: Mogul, Williams & Saylor, Inc. © 17Oct62; KK170417.

SEA & SKI CO.

Take a guess, who tanned by the clock indoors? Tansation Plus. (In Motion picture, June 1962, p.17) © Sea & Ski Co., div. of Botany Industries, Inc.; 5May62; KK170519.

The tan that's the talk of the teens. Tanfastic. (In Reader's digest, June 1962, p.1) © Sea & Ski Co., div. of Botany Industries, Inc.; 1Jun62; KK168257.

You sure will tan, sure won't burn. Girl in sitting position. (In Life, June 15, 1962, p.9) © Sea & Ski Co., div. of Botany Industries, Inc.; 15Jun62; KK170491.

You sure will tan, sure won't burn. (In Life, July 13, 1962, p.91) © Sea & Ski Co., div. of Botany Industries, Inc.; 13Jul62; KK169841.

You sure will tan, sure won't burn. Sea & Ski. Lifeguard. (In Life, June 29, 1962, p.8) © Sea & Ski Co., div. of Botany Industries, Inc.; 29Jun62; KK168258.

SEALY, INC. ©

Be good to yourself and to your back with a Sealy Posturepedic. (In Reader's digest, June 1962, p.229) Appl. author: Earle Ludgin & Co. © 21May62; KK167950.

Complete bed sets, big choice, big savings. 6-pc. maple bed. (In House beautiful, Sept. 1962, p.120-121) Appl. author: Earle Ludgin & Co. © 20Aug62; KK168525.

- If she's got a book, give her a Posture-Prop. (In House & garden, Dec. 1962, p.180) Appl. author: Earle Ludgin & Co. © 20Nov62; KK170601.
- Sealy goes beyond luxury in a mattress. Posturepedic mattress, the Imperial 200. (In Home furnishings daily, Apr. 3, 1962, p.9-11) Appl. author: Earle Ludgin & Co. © 3Apr62; KK165999.
- Sealy says: buy it, try it, you must be 100% satisfied or we'll buy it back. Posturepedic mattress. (In Life, July 13, 1962, p.82-83) Appl. author: Earle Ludgin & Co. © 9Jul62; KK167506.
- Specially priced during Sealy's golden sleep sale. Redit-Bed. (In House beautiful, Aug. 1962, p.20) Appl. author: Earle Ludgin & Co. © 20Jul62; KK167951.
- Twin bed set now sale priced \$69.95 to \$129.95. Maple bookcase headboard set. (In House & garden, Aug. 1962, p.52-53) Appl. author: Earle Ludgin & Co. © 20Jul62; KK167505.
- Your choice at Sealy's once-a-year Golden Sleep sale price. Redit-beds. (In House & garden, Aug. 1960, p.28) Appl. author: J. Walter Thompson Co. © 20Jul60; KK167371.
- You're so good to yourself, and your back, with a Sealy Posturepedic. (In Reader's digest, Sept. 1962, p.26) Appl. author: Earle Ludgin & Co. © 25Aug62; KK168523.
- You're so good to yourself, and your back, with a Sealy Posturepedic. (In Reader's digest, Nov. 1962, p.307) Appl. author: Earle Ludgin & Co. © 25Oct62; KK169809.
- You're so good to yourself, and your back, with Sealy's foam rubber Posturepedic. (In Parents' magazine, Sept. 1962, p.93) Appl. author: Earle Ludgin & Co. © 30Aug62; KK168524.
- EARS, ROEBUCK & CO. ©
Deep in the heart of Texas, Sears runs its Allstate tires on a road that never ends, for extra mileage, extra traction, extra safety. (In Commercial car journal, May 1962, p.69) © 1May62; KK169382.
- Deep in the heart of Texas, Sears runs its Allstate tires on a road that never ends, for extra mileage, extra traction, extra safety. (In Commercial car journal, May 1962, p.69) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Apr62; KK168440.
- Exclusive patented tread makes Sears Allstate express cargo truck tires safer and last longer than any other truck tire, at any price. (In Commercial car journal, Nov. 1962, p.107) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Oct62; KK170667.
- How X-ray pictures help Sears build its Allstate Truck tires to outperform and outlast any other truck tire, regardless of price. (In Commercial car journal, Sept. 1962, p.219) © 4Sep62; KK169384.
- How x-ray pictures help Sears build its Allstate truck tires to outperform and outlast any other truck tire, regardless of price. (In Commercial car journal, Sept. 1962, p.219) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Sep62; KK170668.
- Sears Allstate Truck Tire Division invites you to enjoy refreshments and entertainment at its hospitality suite. (In Fleet management news, Oct. 1962, p.7) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Oct62; KK170669.
- Sears tests its Allstate truck tires 24 hours a day. (In Commercial car journal, July 1962, p.49) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Jun62; KK168884.
- Sears tests its Allstate truck tires 24 hours a day, 6 days a week, to give you longer-lasting, safer tires for any job. (In Commercial car journal, July 1962, p.49) © 2Jul62; KK169383.
- SEIDNER (OTTO) INC. ©
Mayonnaise, rich in egg yolks. One fluid pint. Appl. author: Arnold Seidner. © 4Jan62; KK168624.
- Not the whole egg, just the yolk. More, more, more egg yolks. Mayonnaise. (In Westerly sun, Apr. 18, 1962, p.3) © 18Apr62; KK167526.
- Not the whole egg, just the yolk. Seidner breaks a new campaign. Mayonnaise. (In Yankee grocer, Apr. 23, 1962, p.2) NM: revision. © 23Apr62; KK167525.
- SERABBE MANUFACTURING CO.
Air-Lander, feather-lite, vinyl travel bag. Coat, 162. © Serabbe Manufacturing Co. d.b.a. Serabbe; 5Sep62; KK168616.
- Tote bags. No.460. © Serabbe Manufacturing Co. d.b.a. Serabbe; 25Jul62; KK168464.
- SERTA ASSOCIATES, INC. ©
New Serta Perfect Sleeper exchange plan takes the worry out of mattress buying. (In Modern bride, winter 1962, p.62-63) © 15Sep62; KK168997.
- Now for the first time, your choice of Serta-Lux innerspring or foam mattresses at no extra cost. (In Life, July 13, 1962, p.72-73) © 13Jul62; KK168998.
- SERVATIUS, RICHARD A. SEE RICHARDS.
- SEUSS, DR., pseud. SEE Geisel, Theodor Seuss.
- SEVEN-UP CO. ©
Coupe buffet? Food's more fun with this fresh, clean taste. (In Look, Nov. 6, 1962, p.3 of cover) Appl. author: J. Walter Thompson Co. © 23Oct62; KK169669.
- Driving thirst? Race for the real thirst-quencher. (In Look, Aug. 14, 1962, p.3 of cover) Appl. author: J. Walter Thompson Co. © 31Jul62; KK168689.
- The early bird hatches more holiday sales. © 1Nov62; KK170567.
- Fast game? You'll need this quick, fresh lift. Fresh up with Seven-Up. (In Reader's digest, overseas military ed., July 1962, p.G) Appl. author: J. Walter Thompson Co. © 25Jun62; KK168025.
- Got the wearies? Brighten up with this quick, fresh lift. (In Look, Sept. 11, 1962, p.3 of cover) Appl. author: J. Walter Thompson Co. © 28Aug62; KK168690.
- The man's mixer for those who enjoy the taste of good whiskey. (In The New Yorker, Oct. 27, 1962, p.92) Appl. author: J. Walter Thompson Co. © 25Oct62; KK169668.
- Melt down competition with red-hot selling. © 1Sep62; KK168589.
- Nearly sung out? Encore with this fresh, clean taste. (In Boys' life, Sept. 1962, p.4 of cover) Appl. author: J. Walter Thompson Co. © 25Aug62; KK168688.
- Put 7-Up on everybody's lips. Chuckles from the route. © 1Oct62; KK169874.
- Stronger displays. Chuckles from the route. © 1Aug62; KK168496.
- There's a sales gusher in case sales through service stations. © 1Jul62; KK168381.
- Want to get in the swing? Start with this quick, fresh lift. (In Ebony, Oct. 1962, p.37) Appl. author: J. Walter Thompson Co. © 18Sep62; KK169670.
- SHAKESPEARE CO. ©
First choice among fishermen. Fine fishing tackle. 1797 level wind push-button WonderCast. (In Premium practice, Sept. 1958, p.22) Appl. author: Thomas F. Bubin. © 27Aug58; KK167586.
- SHEAFFER (W. A.) PEN CO. ©
Bye, bye, button. Reminder clip ballpoint. (In Look, Apr. 24, 1962, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Apr62; KK170128.
- Desk sets; sell these most frequently used business machines. (In The National stationer, Oct. 1961, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct61; KK168197.
- For home and office, the gifted desk set. (In Sunset, Feb. 1961, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer's a.a.d.o. W. A. Sheaffer Pen Co.; 25Jan61 (in notice: 1960); KK168200.
- For thoughtful Christmas giving and for smooth, easy writing, there's no substitute for a true fountain pen. (In This week, Dec. 10, 1961, p.18) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer's a.a.d.o. W. A. Sheaffer Pen Co.; 10Dec61; KK168198.
- For thoughtful Christmas giving and for smooth, easy writing there's no substitute for a true fountain pen. (In This week, Dec. 10, 1961, p.25) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Dec61; KK167392.
- How to fill a fountain pen in a phone booth. (In Practical English, Mar. 7, 1962, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Mar62; KK170124.
- How to fill a fountain pen scientifically, without dip 'n drip. (In Senoir scholastic, Apr. 25, 1962, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Apr62; KK170130.
- How to fill a fountain pen while cramming for exams. (In Practical English, May 9, 1962, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7May62; KK170123.
- Introducing Sheaffer's new decorator designed desk sets. (In Interiors, Nov. 1961, p.171) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer's a.a.d.o. W. A. Sheaffer Pen Co.; 1Nov61; KK168202.
- Look what Sheaffer's has in-store for you. Profit packs 1EB60, 2EB60. (In American druggist, Sept. 5, 1960, p.96 and two insert sheets) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Sep60; KK167391.
- Luxurious leather, see this exciting new line at our showroom today. Decorator desk sets. (In Interiors, Mar. 1962, p.61-62) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: new text. © 1Mar62; KK170527.
- Matchless marble, see this exciting new line at our showroom today. Decorator desk sets. (In Interiors, May 1962, p.41-42) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: new text. © 1May62; KK170525.

SHEAFFER (W. A.) PEN CO.-Con.

Neat new ideas for the spring gift season. Sheaffer's 500. (In The Philadelphia inquirer, May 27, 1962, p.18-19) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27May62; KK170131.

New, broad shouldered look. (In Field & stream, Oct. 1960, p.84) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Sep60; KK169280.

New, for men only, the gifted pen. New PFM. (In Sunset, Jan. 1961, p.26) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Sheaffer's a.a.d.o. Sheaffer Pen Co.; 25Dec60; KK168199.

New, looks, feels and writes the way a man's pen should. PFM. (In National geographic, Sept. 1960, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Sep60; KK167394.

Pick of the season: matched sets by Sheaffer's. (In Look, May 8, 1962, p.73) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Apr62; KK170127.

Proved after 9 terrific months of sales testing in mid-America. Skriptiter ballpoint pens. (In National stationer, May 1960, p.2 of cover) Appl. author: Batten Barton Durstine & Osborn, Inc. © 1May60; KK167083.

See this exciting new line at our showroom today ... tantalizing teak. Decorator desk sets. (In Interiors magazine, Feb. 1962) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb62; KK170126.

Sheaffer's back-to-school promotion ends soon. (In The Tobacco leaf, Aug. 13, 1960, p.23) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Aug60; KK170363.

Sheaffer's introduces America's first compact cartridge pen. (In Office appliances, Feb. 1961, p.80-82) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Jan61 (in notice: 1960); KK168201.

Sheaffer's puts TV's 2 top salesmen on your team starting May 1. (In Office appliances, April 1961, p.86) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Mar61; KK167393.

Sheaffer's, the world's most complete selection of superior quality desk sets. (In Modern office procedures, Oct. 1961, insert) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Oct61; KK168203.

Swingin' sound; great new record offer. (In The Parthenon, Oct. 3, 1962, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Oct62; KK170410.

Swingin' sound, great new record offer, \$3.98 value. Cartridge pen. (In Co-Ed, Sept. 1962, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Aug62; KK170125.

Wonderful walnut, see this exciting new line at our showroom today. Decorator desk sets. (In Interiors, Apr. 1962, p.57-58) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: new text. © 1Apr62; KK170526.

Write at hand. Desk set. (In National geographic, May 1962, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May62; KK170129.

SHELL OIL CO. ©

Why a scallop shell inspired a world-famous trademark. (In Saturday evening post, Apr. 7, 1962, p.8-9) © 3Apr62; KK167675.

Why can I see myself in the water? (In Saturday evening post, June 30, 1962, p.38-39) © 26May62; KK167678.

Why do I hear waves? (In Saturday evening post, June 2, 1962, p.12-13) © 29May62; KK167676.

Why does it make music? [Girl & guitar] (In Saturday evening post, May 5, 1962, p.44-45) © 1May62; KK167677.

Why don't the drops fall? (In Saturday evening post, Mar. 10, 1962, p.46-47) © 6Mar62; KK167674.

Why scallop shells on the Doge's golden barge? (In Saturday evening post, Feb. 10, 1962, p.38-39) © 6Feb62; KK167673.

SHENANGO CHINA, INC. CASTLETON CHINA, INC. SEE CASTLETON CHINA, INC.

SHERRY, ALLAN. ©
CN northern sunset. © 13Oct62;
KK170696.

SHERWOOD, JACK. SEE ADVERTISING ART.

SHERWOOD, RAY C. ©
Ingredients: About our W2 deduction,
it's a girl. © 4May62; KK168342.

SHORELINE CO. ©
Library approved bookplates. L-73.
© 8Oct62; KK169253.

SHOW-HOUSE, INC. ©
Especially recommended; beginning
on this page, 8 pages, 16 rooms,
prettied for a party. Sessions.
103. (In House beautiful, Sept.
1962, p.13-20) Appl. author:
Jule R. Von Sternberg. © 20Aug62;
KK168720.

SHULTON. ©
Afraid of dyes? Fed up with rinses?
You need Technique, the color con-
ditioner. (In Glamour, Sept. 1962,
p.58) Appl. author: Benton &
Bowles, Inc. © 22Aug62; KK169561.

Afraid of dyes? Fed up with rinses?
You need Technique, the color condi-
tioner. (In McCall's, Oct. 1962,
p.22) Appl. author: Benton &
Bowles, Inc. © 20Sep62; KK169721.

Afraid of dyes? Fed up with rinses?
You need Technique, the color con-
ditioner. (In Mademoiselle,
Mar. 1962, p.45) Appl. author:
Benton & Bowles, Inc. © 28Feb62;
KK168533.

Are you just a whisper away from the
full beauty of gray? Technique
silver-tone. (In McCall's,
Apr. 1962, p.5) Appl. author:
Benton & Bowles, Inc. © 21Mar62;
KK168537.

Largest suntan study reported in
medical history proves you can now
stay in mid-day sun 4 full hours,
get a deep tan, no burn. Bronztan
cream. (In New York journal-Ameri-
can, June 12, 1962, p.23)
© 12Jun62; KK167643.

This color chart can send 15,000,000
women out to buy Technique Color-
Tone from you. (In Drug topics,
Apr. 23, 1962, p.26-29) Appl.
author: Benton & Bowles, Inc.
© 23Apr62; KK167700.

SHULTON, INC. TECHNIQUE DIVISION. ©
Now added to the speed of a powdered
bleach comes true mildness. It's
Technique's new blue Quik-Silver,
proteinized for mildness. (In
American hairdresser, Aug. 1962,
p.59) Appl. author: Benton &
Bowles, Inc. © 20Jul62; KK170067.

SHWAYDER BROS., INC. FOLDING FURNITURE
DIVISION.

Biggest folding furniture buy in 50
years. Samsonite kingsize folding
table. (In Life, May 9, 1960,
p.60) Appl. author: Grey Advertis-

ing, Inc. © Shwayder Bros., Inc.
(in notice: Shwayder Bros., Inc.,
Folding Furniture Division);
5May60; KK168582.

SHWAYDER BROTHERS, INC. LUGGAGE DIVISION.
Arrive. Note to well-wishers: let
him graduate with Streamlite, the
stout-hearted luggage that's the
class of '60. (In Esquire, May
1960, p.21) Appl. author: Grey
Advertising, Inc. © Shwayder Bros.,
Inc. (in notice: Shwayder Bros., Inc.,
Luggage Division; 19Apr60; KK167011.

Flee, get away from it all. Samsonite
Streamlite. (In Look, June 7, 1960,
p.68) Appl. author: Grey Advertis-
ing, Inc. © Shwayder Bros., Inc.
(in notice: Shwayder Bros., Inc.,
Luggage Division); 24May60;
KK168581.

SIEVERS, WILLIAM O. SEE 2H CO.

SILVER MANUFACTURING CO., INC. ©
Doug Sanders exclusive by Silver;
Life O'Ease. Appl. author: Taylor-
Chalmers Advertising. © 27Aug62;
KK169048.

SILVER TOP DAIRY CO.
Cal-best, lait concentre sucre.
Poids net: 397 grs. © Meyenberg-
Old Fashion Products Co. d.b.a.
Silver Top Dairy Co.; 8Aug62;
KK169108.

SIMMONS CO. ©
Another in a series of good-natured
advertisements from Simmons Company.
If over the counter sleep were sold.
(In A.M.A. news, May 14, 1962, p.5)
Appl. author: Young & Rubicam, Inc.
© 10May62; KK168153.

Another in a series of good-natured
advertisements from Simmons Company:
Physician, heal thyself. (In AMA
news, Mar. 19, 1962, p.11) Appl.
author: Young & Rubicam, Inc.
© 15Mar62; KK167062.

Another in a series of good-natured
advertisements from Simmons Company.
We hope this advertisement puts you
to sleep. (In A.M.A. news, June 11,
1962, p.7) Appl. author: Young &
Rubicam, Inc. © 7Jun62; KK168146.

Another in a series of good-natured
advertisements from Simmons Company:
What a doctors' doctor says about
doctors. Beautyrest. (In AMA
news, Apr. 16, 1962, p.8) Appl.
author: Young & Rubicam, Inc.
© 12Apr62; KK167055.

Beautyrest, the happiness money can
buy. (In Ladies' home journal,
Mar. 1962, p.47) Appl. author:
Young & Rubicam, Inc. © 27Feb62;
KK167555.

Beautyrest, the happiness money can
buy; even this little dynamo runs
down. (In Life, Nov. 9, 1962,
p.2 of cover) Appl. author: Young
& Rubicam, Inc. © 5Nov62; KK170245.

Beautyrest, the happiness money can
buy; maybe you could fib a little.
(In Life, Oct. 19, 1962, p.96)
Appl. author: Young & Rubicam, Inc.
© 15Oct62; KK170243.

Beautyrest, the happiness money can
buy, who could ask for more? (In
Ladies' home journal, May 1962,
p.34) Appl. author: Young & Rubi-
cam, Inc. © 26Apr62; KK167064.

Behold, a new Beautyrest: the Elegance.
(In House & garden, Mar. 1962, p.23)
Appl. author: Young & Rubicam, Inc.
© 20Feb62; KK168154.

The biggest message to reach your
customers during measure your
mattress month; win the battle
with a king-size Beautyrest. (In
Home furnishings daily, Aug. 14,
1962, p.26-27) Appl. author: Young
& Rubicam, Inc. © 14Aug62;
KK170256.

Brand new mattresses by Simmons; at this very moment ... quilted mattresses. The Duchess. (In Life, July 27, 1962, p.79) Appl. author: Young & Rubicam, Inc. © 23Jul62; KK170246.

Do all wives go crazy when they get a Beautyrest Adjustable? (In New Yorker, May 19 1962, p.26) Appl. author: Young & Rubicam, Inc. © 17May62; KK168155.

Does Mr. Simmons hide money in his mattress? Beautyrest. (In New Yorker, Apr. 28, 1962, p.24) Appl. author: Young & Rubicam, Inc. © 25Apr62; KK167057.

If your wife ever sees the Elegance, she'll devil you till you buy it. Beautyrest. (In New Yorker, Apr. 7, 1962, p.101) Appl. author: Young & Rubicam, Inc. © 5Apr62; KK167060.

Is it true Mr. Simmons stands behind every Beautyrest mattress you sleep on? (In New Yorker, Mar. 3, 1962, p.105) Appl. author: Young & Rubicam, Inc. © 1Mar62; KK167059.

Just unwrapped brand-new Beautyrest, the happiness money can buy. (In Life, Mar. 16, 1962, p.58-59) Appl. author: Young & Rubicam, Inc. © 14Mar62; KK167061.

Only a penny more and that penny becomes \$18.61 extra net profit for you. Beautyrest. (In National furniture review, Mar. 1962, p.47 & 49) Appl. author: Young & Rubicam, Inc. © 1Mar62; KK167056.

Open house sale of famous Hide-A-Bed sofas. Gramercy Park. (In Life, Sept. 5, 1960) Appl. author: McCann-Erickson, Inc. © 1Sep60; KK168880.

Some people say that Mr. Simmons invented sleep. Beautyrest. (In New Yorker, Mar. 17, 1962, p.109) Appl. author: Young & Rubicam, Inc. © 15Mar62; KK167058.

This isn't a reprint from a medical journal. It's a good-natured advertisement. Some observations on the physician-fatigue syndrome. Beautyrest. (In AMA news, Feb. 19, 1962, p.9) Appl. author: Young & Rubicam, Inc. © 15Feb62; KK167063.

IMPLE-CHICK, INC. ©

Chicken and egg noodles; range top dinners. Five 8 oz. servings. © 6Aug62; KK170423.

IMPLICITY PATTERN CO., INC. ©

Coat-dress as shown in Everywoman's family circle. 4591. © 1Aug62; KK168551.

Gifts galore. 4714; 4728; 4706; 4737; 4752; 4700; 4739; 4740. Poster. © 10Oct62; KK170139.

How to run a successful Simplicity pattern department, the largest selling pattern in the world. © 1Sep62; KK169100.

160 colorful pages full of helpful sewing aids on sale here. The new Simplicity sewing book. © 1Aug62; KK168547.

1 yard proportioned skirt. 4579. Poster. © 1Jul62; KK168232.

1 yard separates, 54" fabric. 4621. Poster. © 1Jul62; KK168233.

Prettiest party dress ever. 4715. Poster. © 10Oct62; KK170140.

The proportioned shirtwaist. 4526. Poster. © 1Jun62; KK167097.

School separates. 4631. Poster. © 1Jul62; KK168231.

Simplicity. 4632. Poster. © 1Jul62; KK168230.

Simplicity. 4634. © 1Aug62; KK168549.

Simplicity. 4685. Poster. © 1Sep62; KK169102.

Simplicity. 4790. Poster. © 1Nov62; KK170318.

Simplicity gift lingerie. 4691; 4719; 4701. Poster. © 1Sep62; KK169101.

Simplicity jiffy wrap-around skirt, 2 main pattern pieces, easy-cut, easy-sew. 4763. Poster. © 1Nov62; KK170319.

Simplicity, the fashion magazine for women who sew, Fall/winter, 1962. New fall fashions, what's pretty, what's new, what's right for you. © 1Aug62; KK168550.

Smash hit blouses. The star 4485. Poster. © 1Jun62; KK167096.

Smocked 1" gingham home fashions. 4679. © 1Aug62; KK168548.

Western match-mates. 4703; 4704. Poster. © 10Oct62; KK170141.

SIMPSON-BOSWORTH CO. ©

Exotic, exciting rattan, the Islander series. No.1100 swivel bar stool. Appl. author: Lawrence H. Asherott. © 1Sep61; KK167036.

SINGER MANUFACTURING CO. ©

Automatic starting and clamp lifting devices (model AS2 and CL1) also variable cycle timer (model CT1) © 16Oct62; KK169427.

Electronic labelling machines. © 12Mar62; KK168983.

52W22 post machine. © 17May62; KK168984.

New Singer 271w1 ultra high speed lockstitch buttonhole machine. © 21Sep62; KK168980.

New Singer 457G1 machine with fully automatic lubrication. © 19Sep62; KK168981.

147-90 two-thread chainstitch machine. © 1Jun62; KK168985.

Singer class 451K high-speed, single-needle lockstitch machines. © 12Sep62; KK168982.

Tacker trimmer devices used with Singer 269W class tacking machines. © 16Oct62; KK169429.

35K1 machine. © 18Oct62; KK169428.

SIOUX CITY DRESSED BEEF CO.

Flavorland meats from Sioux-land. © Needham Packing Co., Inc. (in notice: Sioux City Dressed Beef Co., division of Needham Packing Co., Inc.); 40Oct62; KK169130.

SLICE-ROL CO. ©

DeLuxe vanilla ice cream Slice-Rol. One quart liquid. Appl. author: Jesse E. Cummings. © 5Jul62; KK168177.

SMART LIVING STORES, INC. ©

Complete 12-piece Danish style group. Compare with others at up to 50% more. Our Danaborg ensemble. (In Chicago sun times, Mar. 4, 1962, p.29) Appl. author: M. P. Masser. © 4Mar62; KK167771.

SMETHPORT SPECIALTY CO..©

New Chinese magna checkers. Model no.94. © 6Dec62; KK170563.

SMIRNOFF (STE. PIERRE) FLS.

Chicago's party of the month ... it leaves you breathless. Gimlet highball. (In Jet, Apr. 5, 1962, p.42-43) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 29Mar62; KK167573.

If you care 2¢ about your guests. Our hostess ... Gypsy Rose Lee. Vodka. (In Playboy, Nov. 1962, p.37) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Heublein, Inc. (in notice: Ste. Pierre Smirnoff FLS., division of Heublein); 16Oct62; KK169457.

In the war of the oranges, Smirnoff is neutral. Vodka. (In Life, May 11, 1962, p.121) Appl. author: L. C. Gumbinner. © Ste. Pierre Smirnoff FLS., division of Heublein; 9May62; KK167567.

It leaves you breathless. Julie Newmar. Vodka. (In Life, Sept. 14, 1962, p.113) Appl. author: L. C. Gumbinner Advertising Agency. © Heublein, Inc. (in notice: Ste. Pierre Smirnoff FLS., division of Heublein); 10Sep62; KK169215.

Juggle with the oranges if you must, but don't juggle with the Vodka. (In Life, June 8, 1962, p.9) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 6Jun62; KK167574.

Los Angeles patio party: Smirnoff screwdrivers were the order of the day when Dr. and Mrs. J. O. Garland ... staged a vodka party. It leaves you breathless. (In Jet, July 19, 1962, p.44-45) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 12Jul62; KK168326.

Never gamble with a stranger at a bar. Vodka. (In Tap & tavern, Aug. 13, 1962, p.4) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., div. of Heublein; 13Aug62; KK168333.

Smirnoff harmonizes with everything that pours. Vodka. (In Ebony, June 1962, p.83) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 20May62; KK167569.

Take the simmer out of summer with a Smirnoff Collins. Vodka. (In Life, Aug. 10, 1962, p.43) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 8Aug62; KK168332.

Think tall, keep cool, speak clearly, say Smirnoff Collins. Vodka. (In Playboy, Aug. 1962, p.20) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 17Jul62; KK168327.

You can't get dryer, it's a Smirnoff martini. Paul Ford. (In Life, Oct. 12, 1962, p.71) Appl. author: L. C. Gumbinner Advertising Agency. © Heublein, Inc. (in notice: Ste. Pierre Smirnoff FLS., division of Heublein); 8Oct62; KK169573.

SMITH (A. O.) CORP. ©

A. O. Smith has the horses. (In Iron age, Feb. 25, 1960, p.93) © 25Feb60; KK168373.

SOCONY MOBIL OIL CO, INC. ©

Are you making the octane mistake? Important news for every car owner who wants a healthier motor 5,000, 10,000, 20,000 miles from now. Mobil. (In New York world telegram & sun, Apr. 17, 1962, p.25) Appl. author: Ted Bates & Co., Inc. © 17Apr62; KK167355.

SOCONY MOBIL OIL CO., INC. MOBIL OIL CO. SEE MOBIL OIL CO.

SONNEMAN, ERIC O. SEE MERIX CHEMICAL CO.

SOURDOUGH JACK'S, INC. ©

Authentic sourdough cookery, Sourdough Jack's kitchen. Honey gold wheat bread. Net wt. 15 oz. © 21Apr62; KK167777.

SOUTH RIVER METAL PRODUCTS CO., INC. © Free spooling Wire Caddy. © 15Sep62; KK169223.

SPARTAN HYDRAULICS, INC. ©

New Spartan miniature cartridge check valves. © 28May62; KK167542.

SPECTRO-MATIC ASSOCIATES, INC. ©

Color ideas by important new designers. © 15Jul62; KK168244.

SPELLINGS, LUCIAN L. SEE FASWEET CO.

SPENCER-MURRAY CORP. ©

Broker, the new stock market game.
© 27Nov62; KK170505.

SPERRY RAND CORP. ©

Arm yourself with Remington, America's fastest selling shavers. Lektronic. (In Military market & government buying, exchange retail ed., May 1962, p.30-31) Appl. author: Young & Rubicam, Inc. © 1May62; KK170257.

Attention, these 88 sentries now make it easy to command better print-work. (In U. S. news & world report, Nov. 5, 1962, p.5) Appl. author: Gardner Advertising Co., Inc. © 5Nov62; KK170153.

Click, it's self-powered. Click, it's reserve-powered. Click, it's profit-powered, too. Remington Lektronic II. (In Home furnishings daily, Apr. 16, 1962, p.33-35) Appl. author: Young & Rubicam, Inc. © 16Apr62; KK168151.

Click, it's self-powered. Click, it's reserve-powered. First of its kind with 2 kinds of power. Remington Lektronic II. (In Life, May 18, 1962, p.25-27) Appl. author: Young & Rubicam, Inc. © 14May62; KK168152.

Click, it's self-powered for cordless shaving. Click, it's reserve-powered for extra convenience. New Remington Lektronic II with 2 kinds of power. (In Saturday evening post, May 26, 1962, p.14) Appl. author: Young & Rubicam, Inc. © 22May62; KK168164.

Click, it's self-powered for cordless shaving. Click, it's reserve-powered for extra convenience. Remington Lektronic II. (In Daily news, New York, May 15, 1962, p.7) Appl. author: Young & Rubicam, Inc. © 15May62; KK168163.

The dermatologists' report reveals Remington shavers with adjustable roller combs offer the safest close shave of any shaving instrument. (In The New York times, Nov. 21, 1962, p.26) Appl. author: Young & Rubicam, Inc. © 21Nov61; KK167725.

For all men and women, including teenagers, straight from a major clinical study come the Dermatologists' report to caution about shaving and skin protection. (In Daily Californian, Dec. 7, 1961, p.7) Appl. author: Young & Rubicam, Inc. © 7Dec61; KK168147.

For smoother underarms, push button right; for satiny soft legs, push button left. Lady Remington shaver. (In McCall's, May 1962, p.134-135) Appl. author: Young & Rubicam, Inc. © 21Apr62; KK167078.

From shaving squeeze to cordless ease. (In Army times, European ed. May 30, 1962, p.38) Appl. author: Young & Rubicam, Inc. © Sperry Rand Corp.; 30May62; KK168165.

If they don't beat you on the scoreboard, they beat you physically. Remington self-powered Lektronic shaver. [Endorsed by Cliff Livingston] (In Daily Princetonian, Mar. 12, 1962, p.4) Appl. author: Young & Rubicam, Inc. © 12Mar62; KK167052.

In view of the findings of the Dermatologists' report wouldn't a Remington be the perfect gift. (In Daily Californian, Dec. 15, 1961, p.4) Appl. author: Young & Rubicam, Inc. © 15Dec61; KK168148.

It processes delinquent payments much faster than the old way, and sometimes it even goes tisk tisk. Univac. Illus.: Signed: Bill Murphy. © 15Sep61; KK170412.

Moment of truth. (In U. S. news & world report, Nov. 26, 1962, p.15) Appl. author: Gardner Advertising Co., Inc. © 26Nov62; KK170154.

The new rechargeable shaver that shaves without a cord. Remington self-powered Lektronic shaver. (In New York times, Feb. 13, 1962, p.22) Appl. author: Young & Rubicam, Inc. © 13Feb62; KK167054.

Some Sundays you wish you had stayed in bed. Remington Lektronic. [Endorsed by Alex Webster] (In Daily Californian, Mar. 7, 1962, p.6) Appl. author: Young & Rubicam, Inc. © 7Mar62; KK168149.

Step into the wonderful world of cordless shaving with the new Remington self-powered Lektronic shaver. (In New York times, Feb. 20, 1962, p.20) Appl. author: Young & Rubicam, Inc. © 20Feb62; KK167053.

You're forgettin' ya got cascable indirect addressing with full index modification each time. Univac. Illus.: Signed: Bill Murphy. © 12Dec61; KK170413.

SPORTSMAN. ©

If you were in dad's shoes, you'd choose Sportsman, the finest in men's toiletries for Father's Day. (In Life, June 13, 1960, p.14) © 13Jun60; KK167436.

SPRING AIR CO. ©

Vote for your choice and save. People's choice sale, get both at big savings during July and August. 100% foam rubber mattress. (In House & garden, Aug. 1960, p.5) © 20Jul60; KK167640.

SPRINGS COTTON MILLS. ©

Tiara, the first by Springmaid, world's most luxurious sheet. (In House beautiful, Nov. 1962, p.135) © 18Oct62; KK169350.

SQUIRT CO. ©

Hey, look me over. (In Bottling industry, Sept. 18, 1962, p.36) © 18Sep62; KK169875.

I love Life. Squirt bottlers love Life too. In the pages of Life over 32 million readers will see Squirt's big full page, four-color advertisements. (In Mid-continent bottler, June 1962, p.43) © 6Jun62; KK168031.

When taste grows up, Squirt shows up. [Girls in bathing suits] (In Life, June 29, 1962, p.54) © 25Jun62; KK169111.

When taste grows up, Squirt shows up. [Three men & girl in bathing suits] (In Life, July 27, 1962, p.R4) NM: "new illus. and new text." © 23Jul62; KK169112.

When taste grows up Squirt shows up. Squirt is for grownup tastes. [Cowboys] (In Life, Aug. 31, 1962, p.R1) © 27Aug62; KK169110.

STAMPS-BAXTER RECORDS. ©

The Stamps-Baxter Mixed Quartet, compact LP 3575, 33 1/3 rpm. © 15Nov62; KK169927.

STANDARD GLASS CO. SEE ALUMINAIRE STANDARD GLASS.

STANDARD OIL CO. (OHIO)

Boron now has Ice-Gard; stops fuel line freeze-up before it stops you. (In The Cleveland press, Nov. 20, 1962, p.A-8) Appl. author: McCann-Marschalk Co., Inc. © Standard Oil Co. (in notice: Standard Oil Co. (Ohio); 20Nov62; KK169843.

STANDARD OIL DIVISION, AMERICAN OIL CO. SEE AMERICAN OIL CO. STANDARD OIL DIVISION.

STANDARD PRODUCTS CO., INC. ©

Pretty Kitty cat food. Net weight 15 ozs. © 6Jun62; KK167242.

STANLEY HOME PRODUCTS, INC. ©

Lady Catherine beauty aids. (In Good housekeeping, Oct. 1962, p.182) © 19Sep62; KK168831.

Lady Catherine beauty aids. (In Good housekeeping, Oct. 1962, p.182) © 24Sep62; KK169952.

STANT, AL. ©

Highway code. Highway gentleman insured. © 21Jul62; KK167485.

STAR-KIST FOODS, INC. ©

Charlie Tuna goes on the Jack Paar show. (In Chain store age, Jan. 1962, p.4) Appl. author: Leo Burnett Co., Inc. © 25Dec61; KK168987.

For March and April: Star-Kist tuna's 2nd annual \$1,000 a day Lenten sweepstakes. (In Chain store age, Feb. 1962, p.4) Appl. author: Leo Burnett Co., Inc. © 25Jan62; KK168988.

STAR-KIST FOODS, INC. SEE 9-LIVES PET FOOD CO.

STEINEN (WILLIAM) MANUFACTURING CO. ©

Heating products by Steinen. Oil burner nozzles. (Catalog H-61) Appl. author: William F. Steinen. © 15Jun61; KK167851.

Industrial spray nozzles. (Catalog no.59) Appl. author: William F. Steinen. © 15Jan59; KK167852.

STELRON CAM CO. ©

Standard machine levers & rocker arms. Appl. author: Earl F. Beezer. © 15Jan62; KK167774.

STEVEN-ROGERS CO., INC. ©

Fun Soap crayons, castile soap with certified colors. Model 680. Appl. author: Elmer Lipman. © 5May61; KK169601.

Fun Soap, soap crayons, castile soap with certified colors. Appl. author: Elmer Lipman. © 5May61; KK169974.

STORZ BREWING CO. ©

T/M brewed with toasted malt gives you more flavor in a light, refreshing beer. (In Evening world-herald, Omaha, July 3, 1962, p.5) © 3Jul62; KK167257.

I/M: toasted malt, a brewing breakthrough makes Storz the first light, refreshing beer with robust flavor. (In Evening world-herald, Omaha, May 22, 1962, p.19) © 22May62; KK167288.

This is how Storz toasts the malt, a brewing first, to give you robust flavor in a light, refreshing beer. (In Evening world-herald, Omaha, June 19, 1962, p.17) © 19Jun62; KK167256.

STOVE 'N COUNTER MAT.

Heatproof aluminum top. SEE RUBBERMAID, INC.

STOW MANUFACTURING CO. ©

Data for selecting flexible shafting. (Bul. 629) Appl. author: Clarence F. Hotchkiss, Jr. © 1Aug62; KK168596.

STREET (R. R.) & CO., INC. ©

Answers from Street's to questions submitted by an independent, non-profit research institute. (In National cleaner & dyer, Sept. 1958) Appl. author: Paul V. Warren. © 5Sep58 (in notice: 1957); KK168400.

Ask your jobber salesman for Blendsol spray spotter. (In Cleaning laundry world, Mar. 1959) Appl. author: Paul V. Warren. © 2Mar59; KK168401.

A buyer's guide to moisture control units. (In National cleaner & dyer, Mar. 1959, p.67) Appl. author: J. L. Mayberry. © 5Mar59; KK168407.

- Colorless spray spotter penetrates faster. Streetex spray spotter. (In American drycleaner, Feb. 1962, p.107) Appl. author: J. L. Mayberry. © 10Feb62; KK169139.
- Conductivity control efficiency and performance proved in over 6,000 drycleaning plants. (In National cleaner & dyer, Apr. 1959, p.7) Appl. author: J. L. Mayberry. © 4Apr59; KK168408.
- Condusol, detergent concentrate. Appl. author: Paul V. Warren. © 12Jun62; KK169198.
- The finest digester ever made for the drycleaning industry, Takalab TLM. Appl. author: J. L. Mayberry. © 25Jul60; KK169174.
- General formula no.209, for fast removal of yellow stains. (In American drycleaner, Sept. 1961, p.113) Appl. author: J. L. Mayberry. © 9Sep61; KK169064.
- Lighter color for better color control. Merasol. Appl. author: Paul V. Warren. © 25Sep59; KK169176.
- Milo mothproof, mildew & odor preventative. Appl. author: A. J. Graham. © 18Dec61 (in notice: 1962); KK168398.
- New spray spotter recharges the charge in which it is rinsed. Streetex spray spotter. In American drycleaner, Mar. 1962, p.75) Appl. author: J. L. Mayberry. © 10Mar62; KK169136.
- No streaks following spray spotting. Staticol. (In American drycleaner, Aug. 1962, p.64-65) Appl. author: J. L. Mayberry. © 10Aug62; KK169138.
- Profit by the electronic control of moisture for maximum soil removal with optimum safety. (Profit with Mycel) (In National cleaner & dyer, Jan. 1960) Appl. author: J. L. Mayberry. © 5Jan60; KK168403.
- Remove stubborn rust spots easily and quickly with new formula, detergent action Rust-muver. Appl. author: J. L. Mayberry. © 24Jun60; KK169175.
- Rust-muver. Net weight not less than 14 oz. Appl. author: A. C. Orcutt. © 4Jan60; KK168409.
- Scientific test proves anti-static claims for Staticol. (In American drycleaner, Dec. 1961, p.76-77) Appl. author: Paul V. Warren. © 9Dec61; KK169067.
- Shrug off showers. (In The National cleaner, Sept. 1962, p.3) Appl. author: A. J. Graham. © Street's a.a.d.o. R. R. Street & Co., Inc.; 5Sep62; KK169197
- Sizing that brings praise, brings profits. (In American drycleaner, May 1959) Appl. author: Paul V. Warren. © 9May59; KK168404.
- Sizing that builds prestige, builds business. (In Cleaning laundry world, May 1959) Appl. author: Paul V. Warren. © 2May59; KK168406.
- Sizing that creates pride, creates preference. (In National cleaner & dyer, May 1959) Appl. author: Paul V. Warren. © 5May59; KK168405.
- Spray spotting means speed spotting, essential for fast-service dry-cleaners. (In American drycleaner, Jan. 1961) Appl. author: Paul V. Warren. © 10Jan61; KK168399.
- Spray spotting means speed spotting. Streetex spray spotter. (In American drycleaner, Jan. 1962, p.107) Appl. author: J. L. Mayberry. © 10Jan62 (in notice: 1961); KK169135.
- Staticol ... a non-flammable detergent for your non-flammable perchlorethylene. (In American drycleaner, Aug. 1961, p.72-73) Appl. author: Paul V. Warren. © 10Aug61; KK169066.
- Staticol, double strength detergent. Appl. author: Paul V. Warren. © 8May61; KK168402.
- Staticol ... loaded with anti-static. (In American drycleaner, Nov. 1961, p.80-81) Appl. author: Paul V. Warren. © 10Nov61; KK169178.
- Streetex spray spotter. (In American drycleaner, Mar. 1961, p.45) Appl. author: Paul V. Warren. © 10Mar61; KK169063.
- Streetex spray spotter. (In National cleaner, Jan. 1962, p.61) Appl. author: Paul V. Warren. © 1Jan62; KK169069.
- Streetex spray spotter. One gallon liquid U. S. measure. Appl. author: Paul V. Warren. © 6Dec60 (in notice: 1961); KK168397.
- Street's expands field staff for combined service of Staticol ... PerSec. (In National cleaner, Sept. 1961, p.39) Appl. author: Paul V. Warren. © 5Sep61; KK169065.
- Take the ? out of spotting. Appl. author: J. L. Mayberry. © 25Aug59; KK169173.
- To avoid recleaning, reach for new Picrin. (In American drycleaner, Jan. 1961, p.159) Appl. author: J. L. Mayberry. © 1Jan61; KK169068.
- Unique spray spotter also superior in hand spotting formulas. Streetex spray spotter. (In American drycleaner, Apr. 1962, p.47) Appl. author: J. L. Mayberry. © 10Apr62; KK169137.
- Your counter girls will make more sales. Have you seen the dip test? Appl. author: Paul V. Warren. © 25Sep59; KK169177.
- STURGIS POSTURE CHAIR CO. © All-purpose fiber glass chairs. Appl. author: John Louis Mann. © 12Oct62; KK170038.
- Hangerack. F-24. © 22Sep62; KK169581.
- STUTZ, ALBERT M. Save this card, do not penalize your family. U. S. Royal Master tire. Post card. © Albert M. Stutz & H. R. Calemail; 26May62; KK168174.
- SUMMIT LABORATORIES. © Hair Strate permanent, only at beauty shops; swim, shower, shampoo, hair can't revert. (In Beauty trade magazine, Mar. 1960, p.5) © 5Mar60; KK169442.
- SUN OIL CO. © Sunoco special motor oil. One U. S. quart. © 16Jun60; KK168712.
- SUNBEAM CORP. © A & S sells big with Sunbeam power mowers. (In Home furnishings daily, June 29, 1962, p.16) © 29Jun62; KK167699.
- America's most profitable floor care line. Vacuum cleaner. (In Electrical merchandising week, Feb. 26, 1962, p.18) © 26Feb62; KK167688.
- Burdine's wins sales with Sunbeam power mowers. (In Home furnishings daily, May 3, 1962, p.25) © 3May62; KK167690.
- Carsons features Sunbeam power mowers. (In Home furnishings daily, May 18, 1962, p.20) © 18May62; KK167693.
- First assistant cook. When the head cook calls for a can of anything ... since they bought a new Sunbeam electric can opener. (In Life, May 4, 1962, p.24) © 2May62; KK168081.
- Gimbels scores four times with Sunbeam power mowers. (In Home furnishings daily, June 22, 1962, p.24) © 22Jun62; KK167698.
- In 1956 Sunbeam put a cap on the hair dryer and once again created a brand new industry. Lady Sunbeam. (In Home furnishings daily, May 17, 1962, p.41) © 17May62; KK167692.
- Jordan Marsh, a sales leader with Sunbeam power mowers. (In Home furnishings daily, June 15, 1962, p.16) © 15Jun62; KK167697.
- Joske's makes sales history with Sunbeam power mowers. (In Home furnishings daily, May 25, 1962, p.16) © 25May62; KK167694.
- Lits rings up sales with Sunbeam power mowers. (In Home furnishings daily, June 7, 1962, p.27) © 7Jun62; KK167696.
- Meier & Frank Co. proudly sells Sunbeam power mowers. (In Home Furnishings daily, May 10, 1962, p.27) © 10May62; KK167691.
- On Peachtree Street Davison's features Sunbeam power mowers. (In Home furnishings daily, May 31, 1962, p.29) © 31May62; KK167695.
- S-B-F teams up with Sunbeam power mowers. (In Home furnishings daily, Apr. 27, 1962, p.36) © 27Apr62; KK167689.
- Sunbeam gives a new look to appliance ads and hatches a batch of sales for you. Frypan. (In Home furnishings daily, Mar. 29, 1962, p.18-19) © 29Mar62; KK167687.
- Sunbeam, please. Lady Sunbeam electric shaver. (In Military market & government buying 1962 almanac & directory, retail ed., p.73) © 1Jul62; KK168043.
- Their date's at 7:30. They'll be ready, too, with fresh, new hairdos, even though they didn't get home from the office till 6. Their Lady Sunbeam controlled heat hair dryer did the trick by saving them precious minutes. (In Life, May 11, 1962, p.26) © 9May62; KK168082.
- You'll love every morning of it from the first mouth-warming, eye-opening sip of steaming, rich coffee, to the moment of drying and putting away, you'll love everything about your Sunbeam automatic percolator. (In Life, Apr. 20, 1962, p.14B) © 18Apr62; KK168080.
- SUNKIST GROWERS, INC. © Cal-Grove frozen concentrate for lemonade. 6 fluid ounces. © 29May62; KK167123.
- This bag contains only trademarked Sunkist grapefruit; low calorie Sunkist for slimming. 5 lbs. net. © 31Jul62; KK168472.
- SUNSHINE RECORD CO. © Sunshine. Eagle. Appl. author: Walter T. Price. © 10Oct62; KK169546.
- SUPERAIN, INC. © 1963 lawn sprinklers, gardening aids. © 10Oct62; KK169996.
- SUPERIOR CONCRETE ACCESSORIES, INC. © Accessories for concrete construction. Cushion-Lock reglets, type A. Appl. author: Lawrence C. Umbach. © 14Sep62; KK168730.
- SUPERIOR ELECTRIC CO. © New Slo-Syn synchronous motor, type SS400. (SE-146215) © 21May62; KK167218.
- New solid-state, semiconductor Stabiline, type XR2500. (SE-146223) © 7Jun62; KK167217.
- Powerstat variable transformers, new D series, 1156D, 1256D. (Bulletin P6256) © 11Jun62; KK167219.

SUPERIOR ELECTRIC CO.-Con.

Pulse-to-step Slo-Syn translator, types ST-250 & ST-1000. (Bulletin SS361-1) © 7Jun62; KK167216.

Stabiline automatic voltage regulator type EM10009. © 18Oct62; KK169474.

Stabiline automatic voltage regulator type EMT10138. SE-L8625. © 6Nov62; KK169859.

SUPERIOR PLASTICS, INC. ©

Deep-sea lobster fun-to-assemble model kit. 4400:400. © 17Aug62; KK168461.

Unit of life cell assembly model kit; visible model of a typical animal-vegetable cell. 8500:500. © 17Aug62; KK168460.

SUPERIOR PNEUMATIC & MANUFACTURING, INC. ©

Heavy duty air tools do all these tough jobs quickly, easily. © 19Jul62; KK167833.

SURREY (JOHN), LTD. ©

The story of a pipe. © 25May62; KK167730.

SUTHERLAND PAPER CO. ©

Johnson's premium ice cream; butter pecan. Half gallon liquid. © 9Jun60; KK167119.

Johnson's premium ice cream; chocolate. Half gallon liquid. © 9Jun60; KK167121.

Johnson's premium ice cream; vanilla. Half gallon liquid. © 9Jun60; KK167115.

SWANEE PAPER CORP. ©

Specially for families with children. 2 ply facial tissue. (In Look, Mar. 29, 1960, p.54e) © 29Mar60; KK167040.

SWAYZE BROTHERS. ©

The Atomitat Home, new comfort, new luxury underground. © 1Apr62; KK167717.

SWISS COLONY, INC. SEE VIENNESE CONFECTIONS.

SYLVAN-PECHEUR, INC. ©

Peco baby motto hearts. Net wt. 1 oz. Appl. author: J. A. Holzer. © 16Aug62; KK170212.

SYNTRON CO. ©

Vibratory parts feeders, your key to automation. (Bulletin PF-31262) NM: additions. © 16Mar62; KK167742.

SZOSTEK, ELVA V.

Womens hygiene hook. SEE PIPERIDES, MICHAEL.

TARCHER PRODUCTIONS, INC. ©

Things to do with Shari Lewis and her puppets. 5 to 10 years. 6050:100. By Saalfeld. Authorized ed. © 30Oct62; KK169709.

TASTY BAKING CO. ©

Tasty Baking Company presents profit by the foot. © 20Sep62; KK170427.

TAYLOR & GREENOUGH CO. ©

Vinyl-plaques for outboards and sailboats. (Sheet no.3) Appl. author: William R. Greenough. © 18May62; KK167544.

TAYLOR & GREENOUGH CO. MARINE PRODUCTS DIVISION. ©

Vinyl-plaques for boats. (Sheet no.2) Appl. author: William R. Greenough. © 18May62; KK167543.

TAYLOR-CREAGER MUSIC CORP. ©

Pedal string bass, operating instructions for model A. © 19Dec62; KK170694.

TAYLOR PROVISIONS CO. ©

Beef roll. 6 oz. net wt., 8 slices. © 2Aug62; KK169391.

Chopped ham. 6 oz. net wt., 8 slices. © 2Aug62; KK169392.

Mild flavored pork roll. 6 oz. net wt., 4 slices. © 2Aug62; KK169393.

Pork roll. 6 oz. net wt., 4 slices. © 2Aug62; KK169394.

TAYLOR RECORDING CO. ©

Art Hinnett at the Kent Manor organ, featuring drummer Ralph Jones, guitarist Rudy Dryden. © 31Aug62; KK170063.

TAYLOR WINE CO., INC. SEE PLEASANT VALLEY WINE CO.

TECHNOLOGY INSTRUMENT CORPORATION OF CALIFORNIA. ©

Reduces weight, size and cost in servo applications; Vari (f)unction unitized pot-clutch module. Type MC11-37. (In Electrical design news, May 1962, p.122) © 30Apr62; KK167236.

TECHNIQUE DIVISION. SHULTON, INC. SEE SHULTON, INC. TECHNIQUE DIVISION.

TENNANT (G. H.) CO. ©

88 industrial power sweeper. NM: additions. © 20Feb62; KK168389.

High speed snow removal with a Tennant 85 power sweeper. (Bulletin no.85.26 S) © 29Aug62; KK168454.

RS roof scraper. NM: revisions. © 10Oct62; KK169120.

TLR traffic line remover. NM: additions & revisions. © 31Jul62; KK168390.

TESSLER INDUSTRIES, INC. ©

This carton contains a lifetime supply of import accessories for your electric sewing machine. © 25Jun62; KK167441.

TEXAS GAS TRANSMISSION CORP. ©

Leadership in the competitive fuels industry requires imaginative research. Illus.: Research brings the fruits of scientific progress to millions of gas customers, by Steve Chan. (In Forbes, Sept. 15, 1962, p.31) Appl. author: Bozell & Jacobs. © 15Sep62; KK168684.

Security for the nation's gas customers is the result of thoughtful planning and prudent action. (In Forbes, Oct. 1, 1962, p.19) Appl. author: Bozell & Jacobs. © 10Oct62; KK169431.

TEXON, INC. ©

Comfort on cloud nine. Which inner-sole for you? (In Glamour, Aug. 1962, p.102) Appl. author: Albert L. Gibney, Inc. © 22Jul62; KK167614.

You'll feel the difference. Texon, the innersole that breathes. (In Sports illustrated, Sept. 17, 1962, p.78) Appl. author: Albert L. Gibney, Inc. © 13Sep62; KK168614.

THEMED, INC. ©

Maring-Crawford Motor Co., Inc. Check. © 6Sep62; KK169535.

THETA INSTRUMENT CORP. ©

Components for test consoles. Appl. author: Stanley Handelman. © 25May62; KK168620.

3M CO. ©

Great stocking gift; Scotch brand magnetic tape. (In HiFi/stereo review, Dec. 1962, p.89) © 21Nov62; KK169854.

3M CO. SEE MINNESOTA MINING & MANUFACTURING CO.

TIDY HOUSE PRODUCTS.

Mighty mix, first complete laundry mix for the first perfect wash. Net weight: 1 lb. 14 oz. © Tidy House Products, a division of Pillsbury Co.; 31Aug61; KK167027.

TIMKEN ROLLER BEARING CO. ©

Another problem solved by Timken fine alloy steel. [Research balloon] (In U. S. news & world report, Nov. 12, 1962, p.32) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Nov62; KK169608.

400 miles of steel a day. Tapered roller bearings. Steel mill. (In Business week, June 30, 1962, p.65) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jun62; KK167325.

How the steel wheel on the steel rail got even more efficient. Railroad. (In Business week, July 21, 1962, p.74) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jul62; KK168361.

How they keep farm machines from getting asthma. (In Business week, Sept. 15, 1962, p.106) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Sep62; KK168727.

12,600 times around the world before sunrise tomorrow. (In Business week, Aug. 18, 1962, p.43) Appl. author: Batten, Barton, Durstine, & Osborn, Inc. © 17Aug62; KK168578.

TINKELMAN, MURRAY.

Problems? SEE COOPER (CHARLES E.) INC.

TIRE CITY CORP. SEE KORVETTE TIRE CENTERS.

TIRE CITY CORP. SEE KORVETTE TIRE CITY.

TIRES, INC. ©

Custom snow treads; pre-season sale, one week only. (In Sunday news, New York, Oct. 14, 1962, p.149) © 14Oct62; KK169269.

\$1,000,000 tire sale, snow or regular at same price. (In Sunday news, New York, Oct. 21, 1962, p.153) © 21Oct62; KK169978.

Tires, Incorporated, exclusive scoop; go in rain, snow, ice. (In White Plains reporter dispatch, Nov. 5, 1962, p.49) © 5Nov62; KK169724.

TITUS, J. W.

Make a cleaner plate, run a drier plate for improved color with less chance of scum. Wettsall. Appl. states prev. reg. 28May42; KK14221. NM: additions. © J. W. Titus; 15Jun62; KK167541.

TOASTMASTER DIVISION, MCGRAW-EDISON CO. SEE MCGRAW EDISON CO. TOASTMASTER DIVISION.

TOM, KING C. SEE UNITED PLASTICS CO.

T

TBC. SEE BORDEN CO.

TCKC. SEE CHUNG KING CORP.

TDCC. SEE DOW CHEMICAL CO.

TGTC. SEE TEXAS GAS TRANSMISSION CORP.

T. I. SEE TIRES, INC.

TNPC. SEE NORTHWEST PAPER CO.

T. P. & M. C. I. SEE PLATT & MUNK CO., INC.

T. P. C. SEE PILLSBURY CO.

T. R. I. SEE REVENEWER, INC.

TAIT MANUFACTURING CO. ©

Excellence in water conditioning equipment. The famous Rapidayton Champion name now appears on a complete new line of water softening equipment. (In Master plumber and heating contractor, May 1962, p.4 of cover) © 10May62; KK167502.

TOOMBS, BETTY. ©
Holiday stamp. © 25Aug62; KK168289.

TOOMBS, LLOYD. ©
Vacation club stamp. © 25Aug62; KK168290.

TOWNSEND PRODUCTS CORP. ©
15 times stronger than ordinary combs. Eagle 185. (In American hairdresser, Nov. 1960, p.141) © 1Nov60; KK169049.

TREASURE CRAFT. ©
This cute tray designed for your pleasure. Handi tray. Appl. author: Alfred A. Levin. © 27Jun62; KK167102.

TRITT (OLGA) INC. ©
Jewels set in platinum and 18 kt gold. (In The New Yorker, Dec. 8, 1962, p.26) © 8Dec62; KK170360.

TRIUMPH OF EUROPE, INC. ©
If you dare to be hated by women, glide inside the world's most beautiful fashion foundations. Distinction. (In Harper's bazaar, Apr. 1960, p.58-59) © 29Mar60; KK167354.
If you dare to be hated by women, glide inside the world's most beautiful fashion foundations; Distinction. (In The New Yorker, June 11, 1960, p.94) © 11Jun60; KK168877.

TRUE TEMPER CORP. ©
They're the rainiest. New True Temper lawn sprinklers. (In Hardware retailer, Oct. 1962, p.31-38) Appl. author: Fuller & Smith & Ross, Inc. © 10Oct62; KK169322.

TUSSY, INC. ©
If he never asks you to dance, 2-step with Tussy Medicare. (In Co-ed, Sept. 1962, p.75) Appl. author: Young & Rubicam, Inc. © 20Aug62; KK170258.
New flipstick by Tussy matches eyes to lips to make make-up history. (In Chain store age, Apr. 1962, p.88H) Appl. author: Young & Rubicam, Inc. © 10Apr62; KK167050.
New, Tussy Medi-Clear puts a whole new complexion on skin care. (In Glamour, Aug. 1962, p.34) Appl. author: Young & Rubicam, Inc. © 22Jul62; KK170259.
Nothing much happens at midnight till you wear it. Midnight cologne. (In Post exchange and commissary, May 1962, p.50) Appl. author: Young & Rubicam, Inc. © 1May62; KK168166.
Now make color sense even if you make up in the dark. New Flipstick. (In Glamour, June 1962, p.34-35) Appl. author: Young & Rubicam, Inc. © 22May62; KK168173.
Now smooth on a clear look as quickly as you cover up a faux pas with new Tussy medi-pat medicated cake make-up. (In Ingenue, Apr. 1962, p.71) Appl. author: Young & Rubicam, Inc. © 10Mar62; KK167051.
She may only have two lips, but she'll pick the new 5-in-1 Tussy Lipstick just the same. (In Beauty fashion, Jan. 1961, p.6) Appl. author: Young & Rubicam, Inc. © 1Jan61; KK168579.
She's told every woman in town about you, you're the man with Tussy Medi-Clear. (In Chain store age, Oct. 1962, p.79) Appl. author: Young & Rubicam, Inc. © 10Oct62; KK170260.

TWENTIETH CENTURY-FOX FILM CORP. ©
Cleopatra. [Port. with Epyptian headdress] © 20Jun62; KK167923.

2H CO.

His & her case. © 2H Co., whose sole owner is William O. Sievers; 12Nov62; KK170283.

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Gay purr-ee jigsaw puzzle. Juane Tom & Mewsette. No.4608. © 23Oct62; KK169917.
Gay purr-ee jigsaw puzzle. Meowrice & Mewsette. No.4608. © 23Oct62; KK169918.

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For the business man who refuses to stagnate. Improve employee morale and efficiency with a U-Vend coffee machine on your premises. © 17Sep62; KK168930.

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New Bi-Phene disinfectant, germicide, fungicide, deodorizer, cleaner. (Bulletin 2-92) Appl. author: Martin J. Loula, Jr. © Physicians & Hospitals Supply Co. d.b.a. Ulmer Pharmacal Co.; 7Sep62; KK169754.

UNCAS MANUFACTURING CO. ©
Set like a diamond in 10K and 14K gold, by Sorrento. © 21Aug62; KK169904.
10K gold kiddiegem rings. © 21Aug62; KK169905.

UNCLE BEN'S, INC. ©
Curried rice with flavor nugget. 2 lbs. 4 oz. net wt. © 18Jun62; KK167671.
Enriched, pre-cooked long grain rice. 8 5/8 oz. net wt. © 14Aug62; KK168465.
Long grain & wild rice mix with flavor nugget. 2 lbs. 4 oz. net wt. © 18Jun62; KK167670.
New, 3 rice mixes from Uncle Ben's. Wild rice mix. (In Reader's digest, Sept. 1962, p.31) Appl. author: Ted Bates & Co., Inc. © 1Sep62; KK168558.
Spanish rice mix. 2 lbs. 4 oz. net wt. © 18Jun62; KK167672.

UNION IRON WORKS. ©
Now ready, this new, better producer, Nu-Ritz 2-speed grapple. Appl. author: William D. Roberts. © 29Oct62; KK169707.

UNION SPECIAL MACHINE CO. ©
Cable lacer. (Catalog no.125L) Appl. author: Harry Ellis Lindstrom. © 1Aug62; KK168513.
Careers with Union Special. For personnel of college level. Appl. author: Arnid V. Larson. © 20Mar62; KK168356.
Careers with Union Special. For personnel of high school level. Appl. author: Arnid V. Larson. © 20Mar62; KK168355.
Carpet-binding machine style 29-4. Appl. author: Arthur James Feigel. © 23Jul62; KK167907.
Columbia tie-closing machine, style 100 NTN. Appl. author: Arthur James Feigel. © 5Nov62; KK169611.
Dürkopp single needle lockstitch zig-zag, class 265. Appl. author: Arthur James Feigel. © 18Jun62; KK167101.
For closing small paper bags with dubl-tape closure. Style 60000 D. Appl. author: Arthur James Feigel. © 13Aug62; KK168078.
For the manufacture of men's and boys' woven shorts and pajamas, Union Special offers machines for greater production. (Bulletin 252) Appl. author: Arthur James Feigel. © 15Oct62; KK169468.

For the manufacturer of women's wear. (Bulletin 265) Appl. author: Arthur James Feigel. © 24Sep62; KK169155.
New bobbinless zig-zag stitch machine with back tacking feature, style 53100F. Appl. author: Arthur James Feigel. © 6Aug62; KK167906.
Single needle top grip-feed lock-stitch. Style 61400 AB. Appl. author: Arthur James Feigel. © 26Nov62; KK170484.

UNITED AIRCRAFT PRODUCTS, INC. ©
Mor Seal. Net weight 16 ozs. avoird. Appl. author: Robert L. Gasteineau. © 11Dec62; KK170606.

UNITED MACHINERY CORP. ©
Economy Pop rivets. © 6Sep62; KK168678.

UNITED MACHINERY SALES CO. PMS DIVISION. ©
The new in straighteners, the PMS line, six models. Appl. author: B. J. Small. © 1Jun62; KK167711.

UNITED PLASTICS CO. ©
Sheng-Ngor fled to the moon after stealing the herb of immortality. © King C. Tom d.b.a. United Plastics Co.; 25Aug62; KK168436.
Wah Lum Restaurant, cocktail lounge. (Dragon) © King C. Tom d.b.a. United Plastics Co.; 29Sep62; KK169227.

UNITED STATES GYPSUM CO. ©
Garden terrace. (Handyman plan, no. pub. 321) © 12Mar62; KK167867.
Handyman plan; every-room built-in. (No.PUB323) © 6Jul62; KK168387.

UNITED STATES TRUNK CO., INC. ©
Introducing Citation new from U.S. © 21May62; KK167556.

UNIVERSAL AMERICAN CORP. VAN NORMAN MACHINE CO. SEE Van Norman Machine Co.

UNIVERSAL PRODUCING CO. ©
All purpose utility bag with zipper. No.507. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 4Nov58; KK167810.
America finest low cost ironing board cover & pad. New needle punch cotton pad. No.715. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 31May61; KK167961.
America's finest low cost pad and cover set, fits all standard 54" ironing boards. Silicone cover, 100% cotton needle punch pad. No.717. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 3Jun61; KK167960.
Blanket bag. No.1360. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 21Nov58; KK167812.
Chair cover. No.631H. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 8Feb62; KK168303.
Clear suit bag. No.1460. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 3Feb61; KK167969.
Clothes pin bag. No.557. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 29Jun61; KK167972.
Clothes pin bag. No.558. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 21Jun62; KK168311.
Curler bag. No.810. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 24Apr62; KK168309.
Deluxe gold lurex quilt blanket bag. No.1380H. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 9Mar61; KK167970.

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Deluxe gold lurex quilt ladies shoe bag. Serves as a ready-made storage compartment to give you more space. Holds 6 pair. No.280. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 8Mar61; KK167971.

Deluxe heavy duty drill ironing board cover. No.705. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 9Jun61; KK167963.

Deluxe jumbo garment bag, gold lurex thread. No.1180. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 3Dec58; KK167819.

Deluxe quilted jumbo garment bag, new, improved, 57 inches long. No.1120X. Holds 16 garments. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 29Jan58; KK167809.

Deluxe silicone ironing board cover. No.707H. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 17Jan62; KK168307.

Dozen jumbo garment bag, holds 12 garments. Dress length. No.1102. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 18Jul61; KK167979.

Dress bag. No.1471. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 11Nov58; KK167816.

Fashion Home deluxe gold lurex quilt garment bag. Swirl stitch with gold metallic thread. Jumbo size. No.5280. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 22Feb61; KK167978.

Fashion home open front garment bag jumbo size. No.5315. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 7Feb61; KK167977.

Handy all purpose swivel hook clothes pin bag. No.555. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 28Apr61; KK167973.

Heavy duty cotton drill laundry bag. No.65. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 28Jul61; KK167968.

Holds 20 pair of shoes, Universal jumbo shelf bag. No.580. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 10Nov61; KK167974.

Imperial plaid suit bag. No.1436. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 9Feb62; KK168310.

Ironing board cover. No.706. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 17Jan62; KK168305.

Ironing board pad & cover for steam or dry irons. No.714. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 16Nov61; KK167962.

Ironing board pad & cover set. No.713. Appl. author: R. R. Stewart, Jr. & Paul Sims, Jr. © 17Jan62; KK168306.

Ironing board set, deluxe, designed to make your ironing easier. Pad and cover, contour tailored. No.737. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 16Jun61; KK167957.

Ironing board set for steam or dry irons. Pad and cover. No.720. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 13Jun61; KK167959.

Ironing board set for steam or dry irons. Pad and cover. Superior ... cotton, nylon, rayon laminated pad. No.722. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 12Jun61; KK167958.

Ironing pad and cover set. Contour tailored. No.732. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 16Jun61; KK167956.

Laundry dampener bag. No.70. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 21Nov58; KK167811.

Live modern, use a colorful vinyl plastic table cloth. Size 54 x 54. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 14Aug59; KK167757.

Matching kitchen cover ensemble: toaster, mixer, 5 pc. bowl cover set. No.1900. Appl. author: R. R. Stewart, Jr. & Paul Sims, Jr. © 22May62; KK168313.

New quilt front & top jumbo size garment bag. No.1210. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 3Feb61; KK167980.

Pad and cover set. No.725. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 1Aug62; KK168312.

Quilted jumbo garment bag. No.1130. Appl. author: Raymond Rankin Stewart & Wilson Turner Stewart. © 26Nov58; KK167820.

Rosewood quilted floral print panel front eight garment bag. No.1136. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 20Jan58; KK167818.

Rugged, long lasting muslin smooth ironing surface ... ironing board cover. No.700. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 31May61; KK167965.

Shoe and boot tote bag. No.800. Appl. authors: R. R. Stewart & Paul Sims, Jr. © 4Apr62; KK168308.

Silicone coated for steam or dry irons, ironing board cover. Scorch resistant. No.702. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 17May61; KK167964.

6 shelf shoe bag. No.571. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 27Jun61; KK167975.

Sofa cover. No.630H. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 8Feb62; KK168304.

Special value dampener bag. No.72. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 19Oct61; KK167966.

Striped denim laundry duffle bag. No.66. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 28Jul61; KK167967.

Suit bag. No.1470. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 11Nov58; KK167825.

Ten shelf shoe bag. No.570. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 27Mar61; KK167976.

Top and bottom moth protection jumbo garment bag. No.1150. Appl. authors: Raymond Rankin Stewart & Wilson Turner Stewart. © 30Apr58; KK167815.

UNIVERSAL PRODUCING CO. SEE FASHION HOME.

V

VALLEY CANDLE MANUFACTURING CO., INC. © Tel-Aviv 72's standard prayer candles. Appl. author: Alfred Della Valle. © 8Mar62; KK170654.

VALOR CO. ©

Introductory offers folding banquet tables, folding chairs. © 22Mar62; KK167743.

Special offers for fall of 1962. Folding tables. Appl. author: Howard C. Loehr. © 9Aug62; KK168663.

VAN NORMAN MACHINE CO.

Automotive equipment. (Catalog no.55) NM: additions & revisions. © Van Norman Machine Co., a division of Universal American Corp.; 15May62; KK167154.

VEGAS KARDS, INC.

Sensational, new concept of the famous one arm bandit, Vegas Kard games. Appl. author: Edward J. Pullman. © Pullman Games, Inc. d.b.a. Vegas Kards, Inc.; 1Sep61; KK168042.

VENTRE (BERNARD) FOOD CO.

Dino's finest Italian recipe spaghetti sauce. 15 1/2 oz. avd. © Bernard A. Ventre d.b.a. Bernard Ventre Food Co.; 14Feb61; KK167952.

VIDEOCRAFT, LTD. ©

The new adventures of Pinocchio, follow the dots and color the pictures. 6 to 9 years. 5013:100. By Saalfeld. Authorized ed. © 9Oct62; KK169810.

VIENNESE CONFECTIONS.

Filbert-almond Linzer torte with raspberry. 14 oz. net wt. © Swiss Colony, Inc. d.b.a. Viennese Confections; 28Sep61; KK170658.

VIRGINIA FINE FOODS, INC.

The Dinner Bell. © 29Oct62; KK169711.

Old time recipe, tender as quail, tasty as pheasant, Virginia Fried Chicken. © 29Oct62; KK169484.

VOLKSWAGEN OF AMERICA, INC. ©

Are you crazy enough for the Volkswagen station wagon? (In Life, Oct. 5, 1962, p.95) Appl. author: Doyle Dane Bernbach, Inc. © 4Oct62; KK169367.

Cheap new, expensive used. (In Time, Oct. 5, 1962, p.32-33) Appl. author: Doyle Dane Bernbach, Inc. © 20Oct62; KK169368.

Comparative psychology of automotive dealers. (In Automotive news, Oct. 15, 1962, p.122-123) Appl. author: Doyle Dane Bernbach, Inc. © 13Oct62; KK169370.

Got a lot to carry? Get a box. Volkswagen station wagon. (In New York world telegram & sun, July 9, 1962, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 9Jul62; KK167372.

How to deliver next to nothing and still make a profit. (In Progressive grocer, Aug. 1962, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug62; KK168468.

How to do a Volkswagen ad. (In Automotive news, July 16, 1962, p.14-15) Appl. author: Doyle Dane Bernbach, Inc. © 12Jul62; KK167762.

How to take in more laundry. (In American drycleaner, Sept. 1962, p.119) Appl. author: Doyle Dane Bernbach, Inc. © 29Aug62; KK169014.

The inside is finished like the outside. (In Road & track, Aug. 1962, p.30) Appl. author: Doyle Dane Bernbach, Inc. © 17Jul62; KK167373.

It's a monster. (In Life, Nov. 2, 1962, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov62; KK169930.

1 door, 2 doors, 3 doors, 4 doors, 5 doors, 6 doors. (In Progressive grocer, July 2, 1962, p.95) Appl. author: Doyle Dane Bernbach, Inc. © 1Jul62; KK167135.

One nice thing about an air-cooled engine, you never run out of air. (In Life, July 13, 1962, p.78-79) Appl. author: Doyle Dane Bernbach, Inc. © 12Jul62; KK167374.

Our answer to the parts problem: interchangeable models. (In Automotive news, Sept. 17, 1962, p.26-27) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep62; KK168916.

Our image. (In Automotive news, Aug. 20, 1962, p.9) Appl. author: Doyle, Dane, Bernbach, Inc. © 18Aug62; KK168552.

Our truck is a big bucket. (In American painter and decorator, Sept. 1962, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 1Sep62; KK169013.

Our truck is a big pot. (In Florists' review, Sept. 20, 1962, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 17Sep62; KK169369.

Takes pennies only. (In Vend, Aug. 15, 1962, p.19) Appl. author: Doyle, Dane, Bernbach, Inc. © 8Aug62; KK168553.

2 shapes known the world over. (In The New Yorker, Sept. 8, 1962, p.76-77) Appl. author: Doyle Dane Bernbach, Inc. © 10Sep62; KK169148.

The Volkswagen station wagon: we don't see it as a long, low car. (In Time, Sept. 14, 1962, p.6-7) Appl. author: Doyle Dane Bernbach, Inc. © 11Sep62; KK169015.

The Volkswagen theory of evolution. (In Sports illustrated, Sept. 3, 1962, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 28Aug62; KK169012.

Why is our bottom so high? (In Nation's business, July 1962, p.43.) Appl. author: Doyle Dane Bernbach, Inc. © 1Jul62; KK167136.

VOLUMES IN VALUES, INC. ©

150 Mechanics socket wrench & tool set plus big bonus Thor electric drill. (In Chicago sun-times, July 8, 1962, p.4 of cover) Appl. author: Marks Bros. Jewelers, Inc. © 8Jul62; KK167292.

Record and all purpose cabinet and coffee table. Daniels Jewelers. (In Des Moines Sunday register, Sept. 16, 1962, comics, p.4 of cover) Appl. author: Marks Bros. Jewelers, Inc. © 16Sep62; KK168671.

World's smallest pushbutton all-transistor shirt pocket tape recorder; Tinico. (Tinico tape recorder) Weisfield's Jewelers. (In The Seattle times, Sept. 23, 1962, p.4 of cover) © 23Sep62; KK169157.

W

W. A. S. P. CO. SEE SHEAFFER (W. A.) PEN CO.

WTS PHARMACEUTICALS. ©

For new babies, a new way to prevent diaper rash, a protective film in powder form. Caldesene. Appl. author: Hutchins Advertising Co., Inc. © 6Jul62; KK167530.

WAGNER, CHESTER. ©

Prepared for you in our Henny Penny PHT Fryer. © 29May62; KK167924.

Tote-a-meal, it's the best. © 4Aug62; KK168132.

WALKER (HIRAM) & SONS, INC. ©

The young-hearted crowd like their bourbon smooth. Walker's deluxe. (In Chicago daily tribune, Oct. 13, 1962, p.24) © 13Oct62; KK169418.

WALLACE ADVERTISING CO.

Snow tires sales profits missed. (In NTDR dealer news, Apr. 16, 1962, p.9) © Wayne W. Wallace d.b.a. Wallace Advertising Co.; 16Apr62; KK167041.

WALSH FOOD SERVICE, INC. ©

Suzie Snow says when it comes to the food budget. (In Amarillo daily news, June 4, 1962, p.8) © 4Jun62; KK167734.

WARNER-CHILCOTT LABORATORIES. ©

Agoral, the gentle laxative. © 12Nov62; KK170594.

WAYSIDE FURNITURE SHOPS, INC. SEE WAYSIDE OF MILFORD.

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Plan to pay your own way; with so much summer entertaining ... French provincial at a special low price. (In New Haven register, June 15, 1962, p.4) © Wayside of Milford a.a.d.o. & trade name of Wayside Furniture Shops, Inc.; 15Jun62; KK169272.

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Save, save, save with Weaver's red, white and blue discount tickets. John Doe Mercantile Co. © 22May62; KK167230.

WEAVER (W. R.) CO. ©

Better sighting means better shooting with a model K Weaver-Scope. (In Guns and hunting, Nov. 1962, p.50) Appl. author: Thomas S. Duff. © 10Sep62; KK168735.

Big, bright target, improved accuracy. Weaver Scope model K4. (In The Sporting news, Oct. 6, 1962, p.40) Appl. author: Thomas S. Duff. © 6Oct62; KK170686.

Big, bright target ... Weaver-Scope. Model K4. (In Guns, Oct. 1962, p.59) Appl. author: Thomas S. Duff. © 1Sep62; KK168734.

Christmas choice for every shooter, Weaver-Scope. Model K4. (In Gun world, Dec. 1962, p.4) Appl. author: Thomas S. Duff. © 1Nov62; KK170424.

For more accurate varmint shooting, a model B Weaver-Scope. (In The National future farmer, Aug.-Sept. 1962, p.51) Appl. author: Thomas S. Duff. © 20Jul62; KK168428.

Model K Weaver Scopes. (In Guns and ammo, Jan. 1963, p.17) Appl. author: Thomas S. Duff. © 10Dec62; KK170685.

There's a Weaver-Scope for every kind of hunting, for every budget. Model V8. (In True's gun annual 1962, p.9) Appl. author: Thomas S. Duff. © 21Aug62; KK168733.

Versatility plus, 2 1/2X to 8X instantly with the Weaver-Scope V8. (In Popular mechanics, Aug. 1962, p.183) Appl. author: Thomas S. Duff. © 25Jul62; KK168073.

Versatility plus with a V8. Weaver-scope. (In Gunsport, Sept. 1962, p.15) Appl. author: Thomas S. Duff. © 7Jul62; KK167630.

You'll enjoy shooting more with a model K4 Weaver-Scope. (In Popular mechanics, Sept. 1962, p.75) Appl. author: Thomas S. Duff. © 27Aug62; KK168732.

You'll shoot better because you'll see better with a Model K Weaver-scope. K2.5. (In Guns & ammo, Aug. 1962, p.16) Appl. author: Thomas S. Duff. © 10Jul62; KK167471.

WEBCO. SEE West End Brewing Co. of Utica, N. Y.

WEBER COSTELLO. ©

Alpha-Trim 400 series chalkboard and corkboard trim. © 29May62; KK168676.

Alpha-Trim 400 series chalkboard and corkboard units. © 29May62; KK168670.

WEIR, GUY E. SEE CONSOLIDATED MANUFACTURERS.

WELBILT AIR CONDITIONING & HEATING CORP. ©

All year round conditioning for your comfort. Welbilt air conditioning & heating insures the comfort zone. Appl. author: Baker Printing Co. © 20Oct62; KK169132.

Welbilt air conditioning & heating insures the comfort zone. Appl. author: Baker Print Co. © 20Oct62; KK169131.

WELCH SCIENTIFIC CO. ©

New Welch no.1377A turbo-molecular pumping system. © 20Dec61; KK169430.

WELLA CORP. ©

The first and only product of its kind that stops hair damage. Regenal normalizing cream. (In American hairdresser, Nov. 1960, p.124) © 1Nov60; KK167645.

Life-Text, the life-saver of hair. Big bargain package deal. (In American hairdresser, June 1960, p.63) © 1Jun60; KK167039.

Wellatone gives double exposure to hair beauty all in one treatment. (In American hairdresser, June 1960, p.53) © 1Jun60; KK167038.

WELLCO RO-SEARCH INDUSTRIES, INC. ©

For your volume spree in '63. The young at heart collection. (In Footwear news, Aug. 16, 1962, p.16-17) © 16Aug62; KK168876.

Mothers, you, too, will love these Wellco Foamtread brand Moon Base slipper-boots. © 27Jul62; KK170302.

Now zooming into orbit. Foamtread Moon Base slipper-boots for boys and girls. © 27Jul62; KK170203.

Smart retailers give it prominent display. Moon Base slippers. © 27Jul62; KK168274.

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The sawing magic of Wellsaw 400. © 10Oct62; KK169388.

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Our beer is 50 years behind the times and we're proud of it. Utica Club. (In Herald-journal, Syracuse, N. Y., Aug. 2, 1962, p.28) Appl. author: Doyle Dane Bernbach, Inc. © 2Aug62; KK168595.

Our beer is 50 years behind the times and we're proud of it. Utica Club. (In Life, July 20, 1962, p.R3) Appl. author: Doyle Dane Bernbach, Inc. © 19Jul62; KK167763.

WEST END BREWING CO. OF UTICA, N. Y.

Ah-choo. Pick up your cold pack here. Utica Club cold pack. (In Grit, Williamsport, Pa., June 10, 1962, sports section, p.3) Appl. author: Doyle Dane Bernbach, Inc. © West End Brewing Co. (in notice: West End Brewing Co. of Utica, N. Y.); 10Jun62; KK167761.

Everybody can enter the Utica Club New York State bowling champions tournament. (In The Courier, Sept. 13, 1962, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 13Sep62; KK168913.

Our beer is 50 years behind the times and we're proud of it. [Five men & 1912 Ford] (In Upstate New Yorker, Aug. 1962, p.12) Appl. author: Doyle Dane Bernbach, Inc. © West End Brewing; 1Aug62; KK168911.

Our beer is 50 years behind the times and we're proud of it. [Four men & 1912 Ford] (In Life, Aug. 31, 1962, p.R1) Appl. author: Doyle Dane Bernbach, Inc. © West End Brewing Co.; 30Aug62; KK168914.

Our beer is 50 years behind the times and we're proud of it. (In Life, June 29, 1962, p.R6) Appl. author: Doyle Dane Bernbach, Inc. © West End Brewing Co., (in notice: West End Brewing Co. of Utica, New York); 28Jun62; KK167137.

WEST END BREWING CO. OF UTICA, N. Y.-
Con.

Our beer is 50 years behind the times
and we're proud of it. (In Life,
Sept. 28, 1962, p.81) Appl. author:
Doyle Dane Bernbach, Inc.
© West End Brewing Co.; 27Sep62;
KK169336.

Our beer is 50 years behind the times
and we're proud of it. [Woman &
3 men on porch] (In Buffalo news,
Aug. 28, 1962, p.21) Appl. author:
Doyle Dane Bernbach, Inc.
© West End Brewing Co.; 28Aug62;
KK168912.

WESTERN PINE SUPPLY CO. ©
Pinecrest color code. © 1Jun62;
KK167473.

WESTGATE-CALIFORNIA CORP. ©
For Purrsonality cats. Whether he's
a Siamese, Manx, alley or Purrsonian,
he'll love Purr. (In New Yorker,
July 18, 1959, p.56) © 18Jul59;
KK168375.

WHITE, BOB. SEE HEMANA-BANANA, INC.

WHITE, ROBERT L. SEE MINIT-MODELS.

WHITING (LISBETH) CO., INC. ©
Funny fortune cookies. No.555.
© 7Nov62; KK170516.
Indian beadcraft. No.245. © 12Sep62;
KK170515.
Mosaic tile Lazy Susan. No.515.
© 1Nov62; KK170518.
Perfume kit, make your own perfume,
deluxe model. No.475. © 6Aug62;
KK170513.
Pick a pair of twin plaques, make
them yourself with crystal gems.
No.954. © 19Nov62; KK170514.
Shell-o-rama plaque; premier model.
No.900. © 20Aug62; KK170517.

WHITMAN (STEPHEN F.) & SON, INC. ©
Mother's day, Sunday, May 13th. A
woman never forgets the man who
remembers. Sampler. (In Look,
May 22, 1962, p.91) © 3May62;
KK167642.
Those who really care give the finest
chocolates anywhere. Sampler.
(In Saturday evening post, Apr. 16,
1960, p.22) © 16Apr60; KK167641.

WHITMAN PUB. CO. ©
All clear, sentence-fun game. No.
4788. (A help yourself educational
game) © 24Apr62; KK169106.
Green goblin, game of fractions.
No.4787. (A help yourself educa-
tional game) © 26Apr62; KK169103.
Happy landing, a geography game.
No.4786. (A help yourself educa-
tional game) © 26Apr62; KK169105.
Pachisi, a game of India, with dice
cup and plastic game pieces.
No.4728. © 22Jun62; KK168234.
Teeter Flips, a game of skill.
No.4725. © 19Jun62; KK168354.
This is Pennie, a real hair doll, with
cut-out clothes and accessories.
No.4795. © 14Aug62; KK170142.

WHITTAKER & WILSON, ADVERTISING. ©
Nine living plants, king size tomatoes.
Magic Mitts. © 11Dec61; KK170457.
Nine living plants, mixed doubles
petunias. Magic Mitts. © 11Dec61;
KK170456.
Nine living plants, periwinkle vinca.
Magic Mitts. © 11Dec61; KK170458.
Nine living plants, ruffled giant
petunias. Magic Mitts. © 11Dec61;
KK170459.

WICHITA PRECISION TOOL CO., INC. ©
Banish perspiration odors, ask about
revitalizing your pillows by Pil-O-
Bar, pillow sanitizer. E-1, E-3.
Appl. author: McCormick-Armstrong
Co., Inc. © 1Nov62; KK169991.

If you had a cold, your pillow still
does ... new ticks by Pil-O-Bar,
pillow sanitizer. B-1, B-3. Appl.
author: McCormick-Armstrong Co.,
Inc. © 1Nov62; KK169993.

It's housecleaning time ... new ticks
by Pil-O-Bar, pillow sanitizer.
C-1, C-3. Appl. author: McCormick-
Armstrong Co., Inc. © 1Nov62;
KK169990.

One pillow revitalized free ... new
tick by Pil-O-Bar, pillow sanitizer.
A-1, A-3. Appl. author: McCormick-
Armstrong Co., Inc. © 1Nov62;
KK169992.

Special, pillow renovation including
new tick ... by Pil-O-Bar, pillow
sanitizer. D-1, D-3. Appl.
author: McCormick-Armstrong Co.,
Inc. © 1Nov62; KK169994.

You sleep on this every night ...
new ticks by Pil-O-Bar, pillow
sanitizer. F-1, F-3. Appl. author:
McCormick-Armstrong Co., Inc.
© 1Nov62; KK169989.

WIEDEMANN MACHINE CO. ©
Wiedematic, the only flexible method
for all piercing requirements.
Bulletin. © 4May62; KK167155.

WILD, GEORGE F. ©
Prize winning wildwood inlay picture
kits. Kit no.1632, Japanese lake
side. List no.84. © 10Aug62;
KK168953.

WILLIAMS GUN SIGHT CO. ©
Williams, the guide to better shoot-
ing. Foolproof receiver sight.
(In Sporting goods products,
June 1962, p.24) Appl. author:
Rolfe C. Spinning, Inc. © 12Jun62;
KK167746.

Your guide to better shooting. 5D
receiver sight. (In Outdoor life,
July 1962, p.81) © 25Jun62;
KK167579.

WILLIAMSON-DICKIE MANUFACTURING CO. ©
Going places this summer, take it
easy, take Dickies casual slacks.
Inspired by Pat Boone. (In Life,
May 23, 1960, p.130) Appl. author:
Stanley Schlenther. © 23May60;
KK167733.

The good word in work clothes is
Dickies. (In Life, Aug. 22, 1960,
p.77) Appl. author: Stanley
Schlenther. © 18Aug60; KK170211.

The good word in work clothes is
Dickies. (In Look, Nov. 6, 1962,
p.110) Appl. author: Stanley
Schlenther. © 23Oct62; KK169479.

The good word in work clothes is
Dickies. What's holding her up?
(In Life, Sept. 28, 1962, p.24)
Appl. author: Stanley Schlenther.
© 24Sep62; KK169387.

WIL-NES CORP. ©
Aqua Vac, the aquarium vacuum cleaner.
Cat. no.250. © 4Oct62; KK169478.
5 disposable Aqua-Vac filter bags.
© 4Oct62; KK170032.

WILSON JONES CO. ©
This is a sheet from Wilson Jones
Column Write columnar pad, the
perfect pad. (In Journal of
accountancy, June 1962, insert)
© 1Jun62; KK168956.

WITTEK MANUFACTURING CO. ©
Sure-Tite stainless steel clamps, the
quality clamp for automotive and
farm equipment. © 8Aug62; KK168470.

WOLF BRAND PRODUCTS. ©
Even better than home-made chili,
because the secret is in the
seasoning. (In The Birmingham
news, Oct. 2, 1962, p.20) Appl.
author: Clay Stephenson Associates,
Inc. © 20Oct62; KK169790.

WOLVERINE EQUIPMENT CO. ©
A means to thermally treat particulate
materials. Jetzone. © 26Jun62;
KK167587.

WOOD (J. R.) & SONS, INC. ©
Most beautiful thing that's happened
to diamonds in fifty years, Evening
Star. Artcarved. (In Seventeen,
Mar. 1960, p.21) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 1Mar60; KK168854.

WOOD, LUCILLE.
Bowmar orchestral library. SEE
BOWMAR RECORDS.

WOOD FLOORING INSTITUTE OF AMERICA. ©
How to control cupping of wood floor.
Appl. author: Norman E. Kraff.
NM: revisions & additions.
© 18Jul62; KK167798.

Specifications for herringbone
flooring. Appl. author: Norman E.
Kraff. NM: revisions. © 18Jul62;
KK168252.

Specifications for laminated block
flooring. Appl. author: Norman E.
Kraff. NM: revisions. © 18Jul62;
KK168251.

Specifications for mastic cushioned
construction. Appl. author:
Norman E. Kraff. NM: revisions.
© 18Jul62; KK168250.

Specifications for Mastic-Nailed
construction. Appl. author: Norman
E. Kraff. NM: revisions.
© 18Jul62; KK168249.

Specifications for rubber cushion-
sleeper construction with nailers
& finish flooring. Appl. author:
Norman E. Kraff. NM: additions.
© 18Jul62; KK167797.

Specifications for Steel-Splined
Continuous Strip mastic-set maple
flooring. Appl. author: Norman E.
Kraff. NM: revisions. © 18Jul62;
KK168248.

WOOSTER PRODUCTS, INC. ©
Architectural file of abrasive cast
safety treads, platforms, special
items. Pt.2. Appl. author:
Robert W. Loos. © 1Jun62; KK168856.
Architectural file of thresholds.
Pt.3. Appl. author: Robert W. Loos.
© 1Jun62; KK168855.

WORLD TOY HOUSE, INC. NURSERY LAND.
Nursery Land, safety tested & ap-
proved. © Nursery Land, a division
of World Toy House, Inc.; 24Oct62;
KK170329.

WORMSER HAT STORES, INC. ©
Say! Most men do look better in a
hat, go in and see for yourself.
© 27Aug62; KK168906.

WOULFE, JOHN V., JR. SEE CLYDE
PRINTING CO.

WYLER & CO.
Dehydrated imported oregano, ready to
use. Net wt. 2 5/8 oz. Appl.
author: Borden Co. © Wyler & Co.,
a division of Borden Co.; 8Jun61;
KK167172.

Y

YALE AND TOWNE MANUFACTURING CO. ©
Top performance, flight performance
undreamed of a few short years ago
is today's standard. Trojan tractor
shovels. (In American city, June
1960, p.3 of cover) © 18Jun60;
KK167350.

YOGG & CO. ©
Newspaper advertising series for
hotels and restaurants. [Chef with
spoon] © 10Sep62; KK168654.

Newspaper advertising series for
hotels and restaurants. The per-
fect wedding gift, a gift certifi-
cate for the bridal suite on their
wedding night. © 26Jun62; KK167267.

Z

Plexiglas display stands for table merchandising of food or beverages. © 26Jun62; KK167266.

Season's greetings/Christmas tree with birds; design folder and/or advertising piece. Col. print. © Yogg & Co.; 31Oct62; K66106.

Thanksgiving cornucopia/Mayflower; design menu card and/or advertising piece. Col. print. © Yogg & Co.; 6Nov62; K66105.

To whet an appetite design 4 page menu folder and/or advertising piece. © 10June62; KK167560.

We just read the news about you/reporter; design folder and/or advertising piece. Col. print. © Yogg & Co.; 3Nov62; K66107.

OUNGSTOWN SHEET & TUBE CO.
CONTINENTAL-EMSCO CO. SEE CONTINENTAL-EMSCO CO.

ZAYRE CORP. ©

Ah-h-h, it's fabulous. Better quality costs you less, or your money back. (In Life, Nov. 23, 1962, p.119) Appl. author: Joseph M. Bernstein. © 23Nov62; KK170055.

Before they hop in here. fill up here. Fabulous department stores. (In Life, Aug. 17, 1962, p.R6) Appl. author: Joseph M. Bernstein. © 17Aug62; KK168335.

Better quality costs you less! Or your money back! (In Life, Sept. 21, 1962, p.R3) Appl. author: Joseph M. Bernstein. © 21Sep62; KK169118.

Fabulous Zayre; better quality costs you less, or your money back. Fabulous department stores. (In Life, Oct 12, 1962, p.R7) Appl. author: Joseph M. Bernstein. © 12Oct62; KK169262.

Smart Alec, smart, indeed, is our Alec. Department stores. (In Life, May 11, 1962, p.R5) © 11May62; KK167017.

ZEBCO DIVISION. BRUNSWICK CORP. SEE BRUNSWICK CORP. ZEBCO DIVISION.

ZEGAL PRODUCTS. ©

Perfect for the pipe smoker. Appl. author: George J. Zeabari. © 26Jul62; KK169271.

ZERO CORP. ©

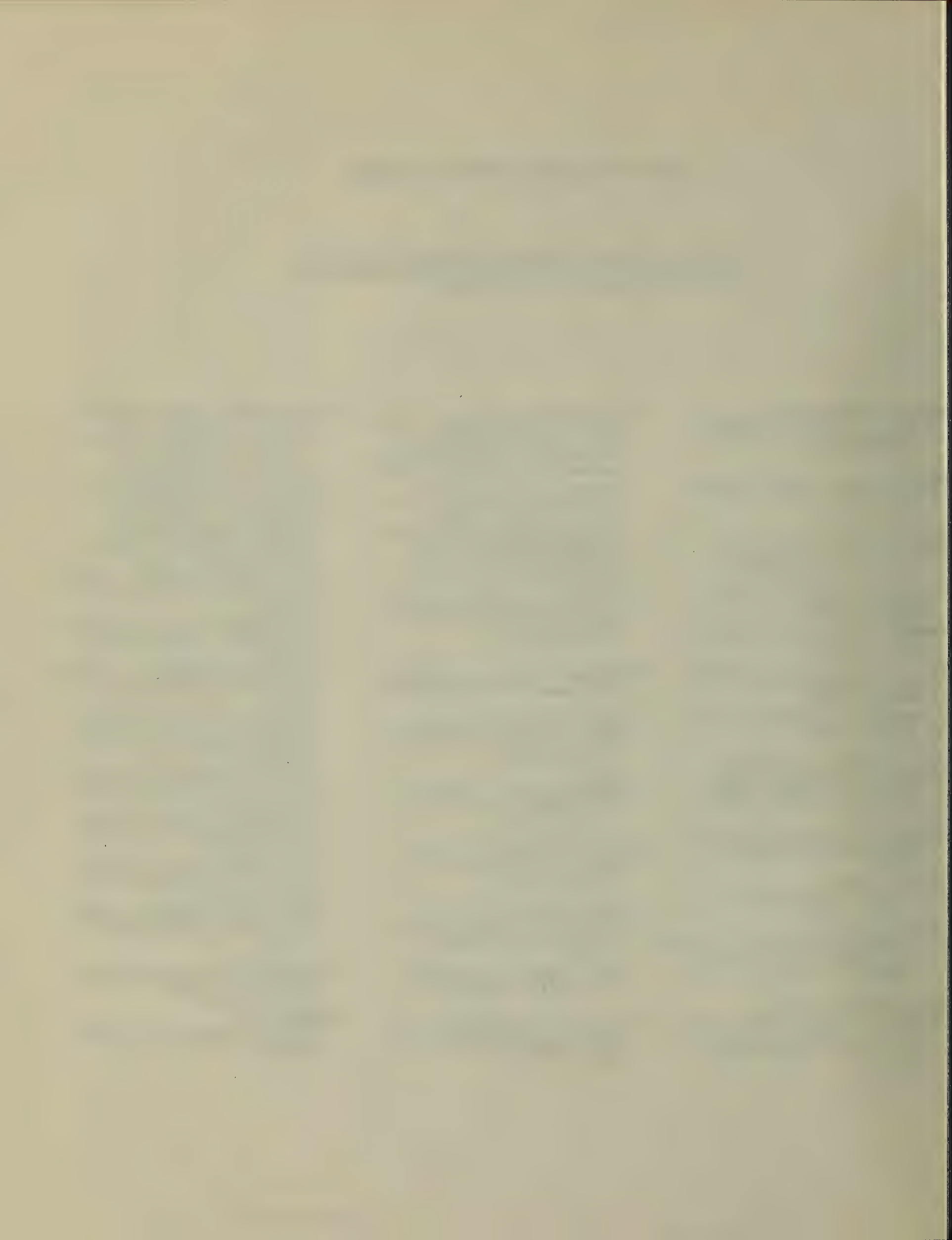
As a hauler, I love that completely automatic zero bulk milk tank, says Albert Wackerman. (In The Farmer, Sept. 1, 1962, p.54) Appl. author: Lloyd P. Duncan. © 1Sep62; KK168615.

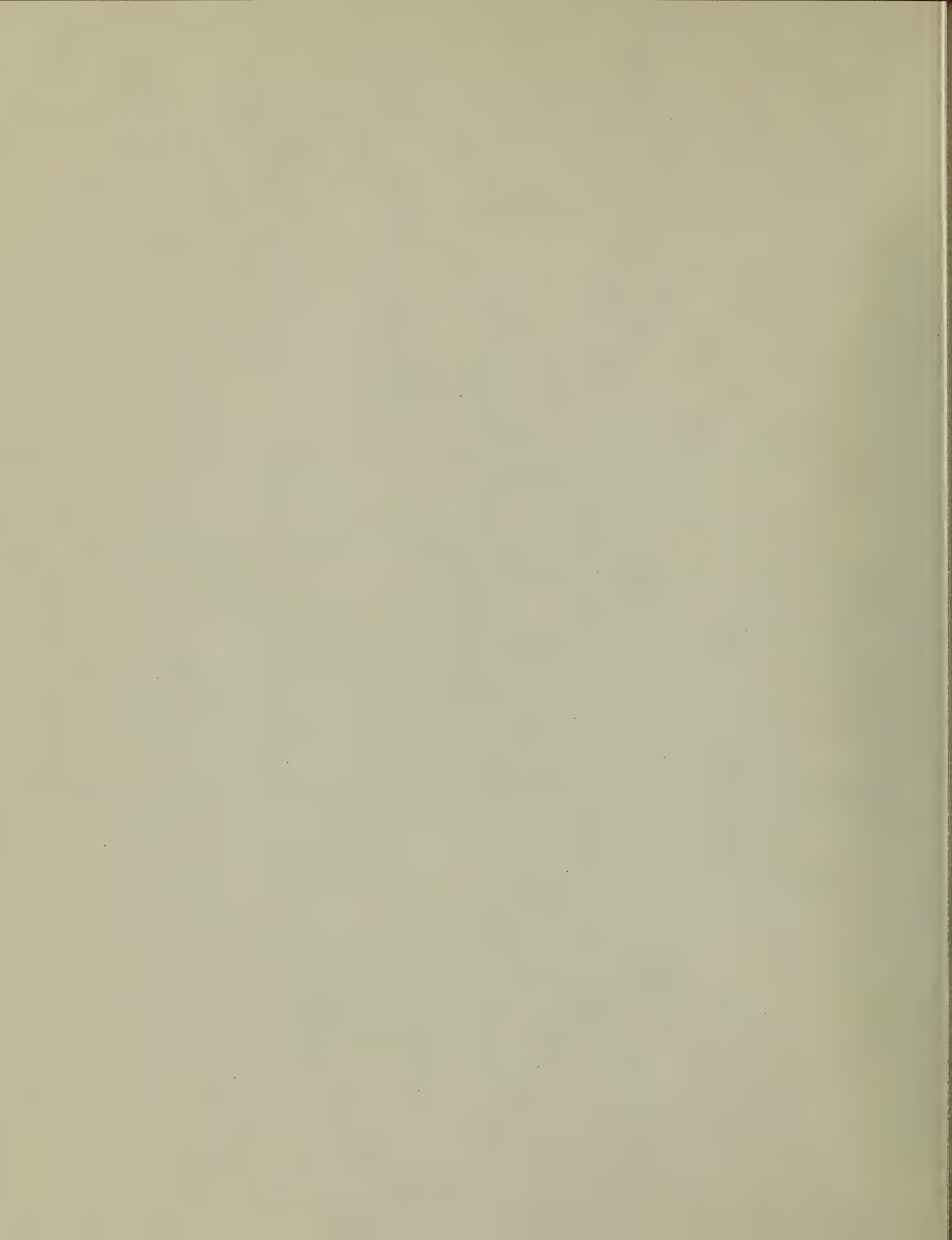
New, semi-flat bottom milk house wash vat. Appl. author: Lloyd P. Duncan. © 17Dec62; KK170693.

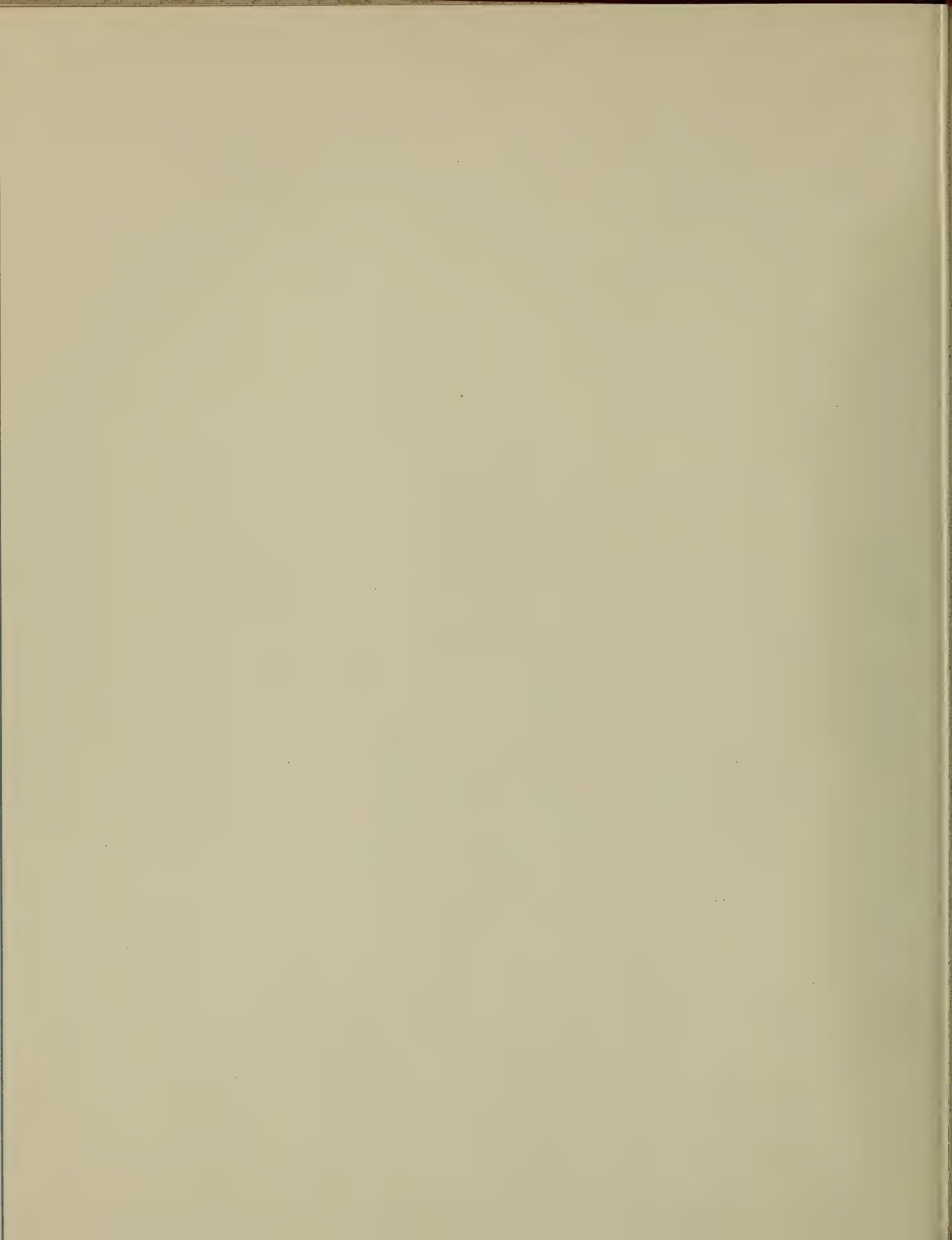
RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

- ARKWRIGHT MERCHANDISING CORP.**
Dolores. © 15Nov34; Label 45012.
Arkwright Merchandising Corp. (P);
3Jul62; R297645.
- BORDEN CO.**
Chocolate flavored drink. © 5Mar35;
Label 45592. Borden Co. (P);
6Dec62; R305591.
- COMISKEY (JAMES E.) CO., INC.**
Italian girl. © 2Mar35; Label
45497. James E. Comiskey Co.,
Inc. (P); 29Oct62; R303271.
Newcomb. © 27Feb35; Label 45498.
James E. Comiskey Co., Inc. (P);
29Oct62; R303270.
Peacock. © 24Oct34; Label 44990.
James E. Comiskey Co., Inc. (P);
23Oct62; R303116.
San Carlo. © 29Jul35; Label 46289.
James E. Comiskey Co., Inc. (P);
29Oct62; R303273.
Sugar bowl. © 10Jan35; Label 45427.
James E. Comiskey Co., Inc. (P);
29Oct62; R303272.
- ENGEL ART CORNERS MANUFACTURING CO.**
Transparo art corners. © 19Aug35;
Print 15418. Engel Art Corners
Mfg. Co. (P); 5Nov62; R303725.
- FISCHER BAKING CO.**
Buttercup. © 15Apr35; Label 46264.
Fischer Baking Co. (P); 3Jul62;
R297644.
- GLASSLEY, EUGENE E.**
Dr. Merriman's black salve. SEE
GLASSLEY, LOUISE.
- GLASSLEY, LOUISE.**
Dr. Merriman's black salve. © 17Jun35;
Label 46204. Louise Glassley &
Eugene E. Glassley (P); 30Jul62;
R299058.
- HIGHLAND BONDING CO., LTD.**
Highland Clan blended Scotch whisky,
100% Scotch whiskies. © 28Feb35;
Label 46209-46210. Highland Bonding
Co., Ltd. (P); 16Nov62; R304628-
304629.
- HILLS BROS. COFFEE, INC.**
Anchor to Hills Bros. coffee, its per-
fect flavor never changes; let's
put an end to coffee floating.
© 13Feb35; Print 15110. Hills Bros.
Coffee, Inc. (P); 23Oct62; R303126.
Hills Bros. coffee. © 6Feb35;
Print 15087. Hills Bros. Coffee,
Inc. (P); 23Oct62; R303124.
Let's put an end to coffee floating,
anchor to Hills Bros. coffee, its
perfect flavor never changes.
© 13Feb35; Print 15111. Hills
Bros. Coffee, Inc. (P); 23Oct62;
R303125.
There's nothing missing in Hills Bros.
coffee. © 10Sep35; Print 15458.
Hills Bros. Coffee, Inc. (P);
23Oct62; R303123.
- INMAN, J. L.**
Atha-Leto. © 2Feb35; Label 46925.
J. L. Inman (P); 13Aug62; R299729.
- KINTYRE PRODUCTS CO., INC.**
Falernum. © 11Apr35; Label 46170.
Kintyre Products Co., Inc. (P);
24Aug62; R300276.
- LARSEN CO.**
Freshlike spinach. © 5Sep35;
Label 46649. Larsen Co. (P);
21Dec62; R307096.
- NORTH COAST IMPORT. CO.**
Daikoku. © 29Sep34; Label 45031.
North Coast Importing Co. (P);
14Sep62; R301418.
- SEARLE PETROLEUM CO.**
Graphoid fluid gear lubricant.
© 15Nov34; Print 15135. Searle
Petroleum Co. (P); 8Nov62;
R303764.
Graphoid motor oil. © 15Nov34;
Print 15134. Searle Petroleum
Co. (P); 8Nov62; R303765.
- SHLANSKY (PHILIP) & SONS, INC.**
Donnybrook. © 5May35; Label 46293.
Philip Shlansky & Sons, Inc. (P);
2Aug62; R300254.
- SUN-MAID RAISIN GROWERS OF CALIFORNIA.**
Sun-Maid raisins, puffed seeded
muscats. © 3Aug35; Label 46349.
Sun-Maid Raisin Growers of Cali-
fornia (P); 31Dec62; R307067.
Sun-Maid raisins, puffed seeded
muscats. © 3Aug35; Label 46351.
Sun-Maid Raisin Growers of Cali-
fornia (P); 31Dec62; R307069.
Sun-Maid raisins, puffed seeded
muscats. © 3Aug35; Label 46352.
Sun-Maid Raisin Growers of Cali-
fornia (P); 31Dec62; R307070.
Sun-Maid raisins, seedless. © 3Aug35;
Label 46354. Sun-Maid Raisin Grow-
ers of California (P); 31Dec62;
R307072.
Sun-Maid raisins, seedless. © 3Aug35;
Label 46357. Sun-Maid Raisin Grow-
ers of California (P); 31Dec62;
R307075.
Sun-Maid raisins, seedless. © 3Aug35;
Label 46359. Sun-Maid Raisin Grow-
ers of California (P); 31Dec62;
R307077.
Sun-Maid raisins, seedless nectars.
© 3Aug35; Label 46350. Sun-Maid
Raisin Growers of California (P);
31Dec62; R307068.
Sun-Maid raisins, seedless nectars.
© 3Aug35; Label 46353. Sun-Maid
Raisin Growers of California (P);
31Dec62; R307071.
Sun-Maid raisins, seedless nectars.
© 3Aug35; Label 46356. Sun-Maid
Raisin Growers of California (P);
31Dec62; R307074.
Sun-Maid raisins, seedless nectars.
© 3Aug35; Label 46358. Sun-Maid
Raisin Growers of California (P);
31Dec62; R307076.
Sun-Maid seedless nectars. © 3Aug35;
Label 46355. Sun-Maid Raisin Grow-
ers of California (P); 31Dec62;
R307073.
- WILLS (B. C.) & CO.**
Hi-tempered dice. © 28Jun35; Label
46253. B. C. Wills & Co. (P);
7Sep62; R300788.
- WOODLEY'S, INC.**
Woodley's. © 29Aug34; Label 46668.
Woodley's, Inc. (P); 20Aug62;
R299804.





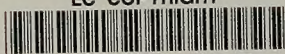








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